

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Richland Calabasas, Ltd.		04/11/2006	LIMITED PARTNERSHIP: FLORIDA
RECEIVING PARTY DATA			
Name:	Richland Ventures, Inc.		
Street Address:	4100 Newport Place, Suite 800		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2748164	THE COUNTRY BY THE SEA	
Serial Number:	76273296	ARROWOOD THE COUNTRY BY THE SEA	
Serial Number:	76281179	ARROWOOD	
Serial Number:	76281180	ARROWOOD	
CORRESPONDENCE DATA			
Fax Number:	(949)760-9502		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(949) 760-0404		
Email:	efiling@kmob.com		
Correspondent Name:	Danielle Klausner		
Address Line 1:	Knobbe Martens Olson & Bear, LLP		
Address Line 2:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	RICH.001T/002T/003T/004T		

CH \$115.00 2748164

NAME OF SUBMITTER:	Danielle Klausner
Signature:	/Danielle Klausner/
Date:	04/18/2006
Total Attachments: 3 source=0307_001#page1.tif source=0307_001#page2.tif source=0307_001#page3.tif	

SERVICE MARK ASSIGNMENT

This Service Mark Assignment (hereinafter referred to as "Assignment") is effective as of this 11th day of April, 2006, by and between Richland Calabasas, Ltd., a Florida limited partnership doing business in California as Richland Calabasas, L.P., having an address at 4100 Newport Place, Ste. 800, Newport Beach, California 92660 (hereinafter "ASSIGNOR") and Richland Ventures, Inc., a Florida corporation having an address at 4100 Newport Place, Ste. 800, Newport Beach, California 92660 (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR is, to the best of its knowledge and belief, the owner of the service marks listed in Schedule A, attached hereto and incorporated herein by this reference, and any and all other rights appurtenant thereto, including, but not limited to, any and all common law rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Service Marks");

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Service Marks and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the federal service mark applications and registration relating to the Service Marks listed in Schedule B, attached hereto and incorporated herein by reference (hereinafter collectively referred to as "Applications/Registration");

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Service Marks and Applications/Registration; and

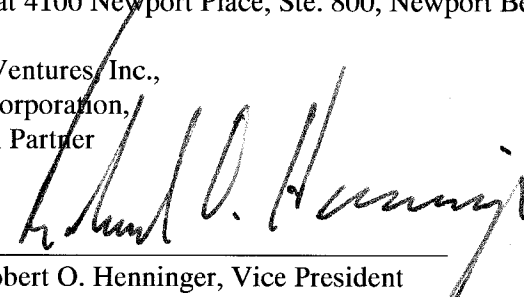
WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Service Marks and the Applications/Registration.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Service Marks set forth in Schedule A and the Applications/Registration set forth in Schedule B, and any and all other rights appurtenant thereto, including, but not limited to, any and all common law rights, causes of action, and the right to recover for past infringement, together with the goodwill symbolized by said Service Marks and Applications/Registration and that portion of the business of ASSIGNOR to which the Service Marks pertain.

Executed at Newport Beach, California, this 11th day of April, 2006.

RICHLAND CALABASAS, LTD.,
a Florida limited partnership doing business
in California as Richland Calabasas, L.P.,
having an address at 4100 Newport Place, Ste. 800, Newport Beach, CA 92660

By: Richland Ventures, Inc.,
a Florida corporation,
its General Partner

By: 
Robert O. Henninger, Vice President

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California }
County of Orange } ss.

On April 12, 2006 before me, Kelly Cornelius Notary Public
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")
personally appeared Robert O. Henninger
Name(s) of Signer(s)

personally known to me
 proved to me on the basis of satisfactory evidence



to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.
Kelly Cornelius
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

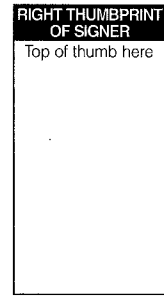
Title or Type of Document: Service Mark Assignment
Document Date: April 11, 2006 Number of Pages: 1
Signer(s) Other Than Named Above: None

Capacity(ies) Claimed by Signer

Signer's Name: Robert O. Henninger

- Individual
- Corporate Officer — Title(s): Vice President
- Partner — Limited General
- Attorney-in-Fact
- Trustee
- Guardian or Conservator
- Other: _____

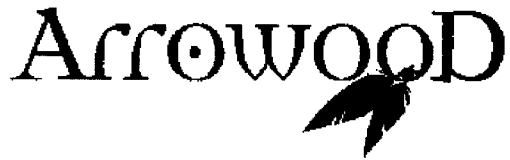
Signer Is Representing: Richland Ventures, Inc.



SCHEDULE A TO SERVICE MARK ASSIGNMENT

Service Marks:

ARROWOOD



THE COUNTRY BY THE SEA

SCHEDULE B TO SERVICE MARK ASSIGNMENT

U.S. Federal Service Mark Registration:

<u>MARK</u>	<u>REG. NO.</u>	<u>ISSUE DATE</u>	<u>INTL. CLASS</u>
THE COUNTRY BY THE SEA	2,748,164	August 5, 2003	37

U.S. Federal Service Mark Applications:

<u>MARK</u>	<u>APPL. NO.</u>	<u>FILING DATE</u>	<u>INTL. CLASS(ES)</u>
ARROWOOD THE COUNTRY BY THE SEA and Design	76/273,296	June 19, 2001	37
ARROWOOD	76/281,179	July 6, 2001	37, 41
ARROWOOD and Design	76/281,180	July 6, 2001	41

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