

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
PH4 Corporation		06/23/2006	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Sun City Palm Desert Community Association		
Street Address:	38180 Del Webb Blvd.		
City:	Palm Desert		
State/Country:	CALIFORNIA		
Postal Code:	92211		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2470432	MOUNTAIN VISTA GOLF COURSE	
CORRESPONDENCE DATA			
Fax Number:	(248)292-2910		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	248-292-2920		
Email:	nfisher@patentco.com		
Correspondent Name:	Jeffrey P. Thennisch		
Address Line 1:	29 W. Lawrence Street		
Address Line 2:	Suite 210		
Address Line 4:	Pontiac, MICHIGAN 48342		
ATTORNEY DOCKET NUMBER:	1297C-052		
NAME OF SUBMITTER:	/Jeffrey P. Thennisch/		
Signature:	/Jeffrey P. Thennisch/		
Date:	08/03/2006		

CH \$40.00 2470432

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Agreement") is between PH4 Corporation ("ASSIGNOR"), a Michigan corporation having a place of business at 100 Bloomfield Hills Parkway, Suite 300, Bloomfield Hills, Michigan 48034 and Sun City Palm Desert Community Association ("ASSIGNEE"), having an address at 38180 DeL Webb Blvd., Palm Desert, CA. Inc.

WHEREAS, ASSIGNOR is the sole owner of all right, title and interest in and to the Mark, MOUNTAIN VISTA GOLF COURSE, U.S. Reg. No. 2,470,432 attached at Schedule A, and the goodwill symbolized thereby; and

WHEREAS, ASSIGNOR wishes to assign, and ASSIGNEE wishes to acquire, all right, title and interest in and to the Marks.

NOW THEREFORE, in view of the mutual covenants exchanged herein, and for good and valuable consideration, the receipt and sufficiency of which is acknowledged by the parties, the parties agree that:

1. ASSIGNMENT

In exchange for good and valuable consideration acknowledged by the parties and the further amount of One Dollar (\$1.00), as may be required in some legal jurisdictions to recognize this document, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE all right, title and interest, in the United States, and the good will of the business symbolized by the Mark, MOUNTAIN VISTA GOLF COURSE, including U.S. Reg. No. 2,470,432 attached at Schedule A (hereinafter "the Mark").

2. EXPENSES AND MAINTENANCE

Respecting the Mark, ASSIGNEE shall be responsible for any costs, expenses or fees necessary to maintain or continue to maintain the Mark before the U.S. Patent & Trademark Office incurred after the date of execution of this Agreement.

3. SEVERABILITY

If any part of this Agreement is held void, the remaining parts will not be affected.

4. WAIVER

Any waiver of a breach by either party shall not be waiver of any subsequent breach.

5. APPLICABLE LAW

This Agreement will be governed by the laws of the State of Michigan without regard to the choice of law rules thereof.

6. MODIFICATIONS

This Agreement may be changed only by written amendment signed by both parties.

ASSIGNOR

By: *Jan M. Klym*

Name: *Jan M. Klym*

Title: *Assistant Secretary*

Date: *6-23-06*

ASSIGNEE

By: *Andrea Goodwin*

Name: Andrea Goodwin

Title: President

Date: July 25, 2006

TRADEMARK

REEL: 003361 FRAME: 0545

TRADEMARK ASSIGNMENT -- SCHEDULE A

U.S. Reg. No. 2,470,432 for MOUNTAIN VISTA GOLF COURSE

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 2,470,432

Registered July 17, 2001

**SERVICE MARK
PRINCIPAL REGISTER**

MOUNTAIN VISTA GOLF COURSE

DEL WEBB CORPORATION (DELAWARE COR-
PORATION)
6001 N. 24TH STREET
PHOENIX, AZ 85016

FOR: GOLF CLUB SERVICES; PROVIDING TEN-
NIS COURT AND SWIMMING FACILITIES; PRO-
VIDING FITNESS EXERCISE FACILITIES;
RECREATIONAL SERVICES IN THE NATURE OF
BOWLING, BOCCE BALL, GOLF, WALKING
TRAILS, BIKING, ARTS AND CRAFTS, SHUFFLE-
BOARD, POOL, SPORT AND FITNESS, AND LAWN
BOWLING; AND PROVIDING RECREATIONAL

FACILITIES, IN CLASS 41 (U.S. CLS. 100, 101 AND
107).

FIRST USE 12-0-1999; IN COMMERCE 12-0-1999.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "GOLF COURSE", APART FROM
THE MARK AS SHOWN.

SN 75-767,673, FILED 7-30-1999.

CAROL SPILS, EXAMINING ATTORNEY