

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment of Trade Mark/Service Marks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Beverly Enterprises, Inc.		08/18/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Golden Gate Ancillary LLC		
Street Address:	One Thousand Beverly Way		
City:	Fort Smith		
State/Country:	ARKANSAS		
Postal Code:	72919		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78339213	VIZIA HEALTHCARE DESIGN GROUP	
Serial Number:	78343521	VIZIA HEALTHCARE DESIGN GROUP	
CORRESPONDENCE DATA			
Fax Number:	(402)346-1148		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	402-346-6000		
Email:	pamela.flint@kutakrock.com		
Correspondent Name:	Pamela Flint, Paralegal		
Address Line 1:	1650 Farnam Street		
Address Line 2:	Kutak Rock LLP		
Address Line 4:	Omaha, NEBRASKA 68102		
ATTORNEY DOCKET NUMBER:	VIZIA ASSIGNMENT		
NAME OF SUBMITTER:	Pamela S. Flint		
Signature:	/Pamela S. Flint/		

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REEL: 003376 FRAME: 0800

Date:

08/24/2006

Total Attachments: 1

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ASSIGNMENT OF TRADE MARK/SERVICE MARKS

WHEREAS, Beverly Enterprises, Inc., a Delaware corporation located at One Thousand Beverly Way, Fort Smith, Arkansas 72919, has adopted, used and is using VIZIA HEALTHCARE DESIGN GROUP (stylized with design), Serial No. 78339213, filed with the United States Patent and Trademark Office December 11, 2003, and VIZIA HEALTHCARE DESIGN GROUP (word only), Serial No. 78343521, filed with the in the United States Patent and Trademark Office December 19, 2003, (collectively, the "Marks"); and

WHEREAS, Golden Gate Ancillary LLC, located at One Thousand Beverly Way, Fort Smith, Arkansas 72919, is desirous of acquiring the VIZIA HEALTHCARE DESIGN GROUP (stylized with design) and VIZIA HEALTHCARE DESIGN GROUP (word only) trademarks.

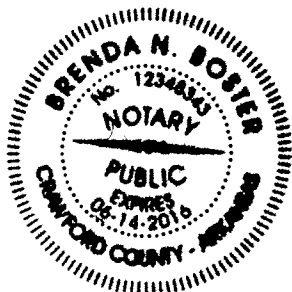
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Beverly Enterprises, Inc. does hereby assign unto said Golden Gate Ancillary LLC all rights, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the above identified trademarks thereof.

BEVERLY ENTERPRISES, INC.

By Holly A. Jones
Its Secretary
Name Holly A. Jones

State of ARKANSAS }
County of Crawford } ss.

On this 18 day of August, 2006, before me appeared Holly A. Jones, the person who signed this instrument on his own behalf, or who was authorized to sign this instrument on behalf of the identified corporation, who being sworn, acknowledged that he signed this instrument as a free act.



Brenda N. Boster