

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
Julie Ann Jones		11/15/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	The Irvine Company LLC		
Street Address:	550 Newport Center Drive		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	LIMITED LIABILITY COMPANY: DISTRICT OF COLUMBIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78760589	LOVE WHERE YOU LIVE	
CORRESPONDENCE DATA			
Fax Number:	(312)876-7934		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-876-3192		
Email:	pmcbride@sonnenschein.com		
Correspondent Name:	Peggy L. McBride		
Address Line 1:	7800 Sears Tower		
Address Line 2:	Sonnenschein Nath & Rosenthal LLP		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	50004800-0328		
NAME OF SUBMITTER:	Peggy L. McBride		
Signature:	/Peggy L. McBride/		
Date:	11/22/2006		

OP \$40.00 78760589

Total Attachments: 2

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SHORT FORM TRADEMARK ASSIGNMENT

WHEREAS, Julie Ann Jones, a United States individual, 9200 Sunset Blvd., Suite # 200, Los Angeles, CA 90069 ("Assignor"), has adopted, used, is using and is the owner of the trademark listed on Exhibit A attached hereto and the United States Trademark Application therefor (the "Mark");

WHEREAS, The Irvine Company LLC, a Delaware limited liability company, 550 Newport Center Drive, Newport Beach, CA 92660 ("Assignee"), is desirous of acquiring the Mark and any application or registration therefor, together with the goodwill of the business associated therewith;

NOW, THEREFORE, in consideration of the payment of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in said Mark and any application or registration therefor, including without limitation the United States Trademark Application shown in Exhibit A, together with the goodwill of the business connected with the use of and symbolized by the Mark, and together with all causes of action for the infringement of the Mark.

ASSIGNOR: Julie Ann Jones

Date: NOV 15, 2006

Julie Ann Jones

ACKNOWLEDGEMENT

STATE OF CALIFORNIA)
) :SS
COUNTY OF LOS ANGELES)

Be it remembered on this 15th day of November, 2006, before me, the subscriber, a Notary Public authorized to take acknowledgements and proofs in said county and state, personally appeared Julie Ann Jones, to me known, who being by me duly sworn according to law, on her oath does depose and make proof of my satisfaction that she is the assignor in the foregoing instrument; and that she signed and delivered the instrument as her voluntary act.

Frances E. Johnsen
Notary Public



EXHIBIT A

TRADEMARK	U.S. APP. NO.	FILING DATE	INT. CLASSES
LOVE WHERE YOU LIVE	78/760,589	11/23/05	35, 36