

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
Senior Star Management Company		11/21/2006	CORPORATION: OKLAHOMA
RECEIVING PARTY DATA			
Name:	Atria Senior Living Group, Inc.		
Street Address:	501 S. Fourth Street		
Internal Address:	Suite 140		
City:	Louisville		
State/Country:	KENTUCKY		
Postal Code:	40202		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78635047	ENGAGE LIFE	
CORRESPONDENCE DATA			
Fax Number:	(502)540-2268		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	502/587-3707		
Email:	abb@gdm.com		
Correspondent Name:	Amy B. Berge		
Address Line 1:	101 South Fifth Street		
Address Line 2:	3500 National City Tower		
Address Line 4:	Louisville, KENTUCKY 40202		
ATTORNEY DOCKET NUMBER:	033248.055463		
NAME OF SUBMITTER:	Amy B. Berge		
Signature:	/Amy B. Berge/		

CH \$40.00 78635047

Date:

12/29/2006

Total Attachments: 2

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ASSIGNMENT OF MARK AND PENDING APPLICATION

THIS ASSIGNMENT, dated as of Nov. 21, 2006, is from SENIOR STAR MANAGEMENT COMPANY, an Oklahoma corporation, whose address is 1516 S. Boston, Suite 301, Tulsa, Oklahoma ("Assignor"), to ATRIA SENIOR LIVING GROUP, INC., a Delaware corporation, with a business address of 501 S. Fourth Street, Suite 140, Louisville, Kentucky 40202 ("Assignee").

WITNESSETH:

WHEREAS, Assignor has adopted, used, and is using and is the owner of the following marks for which an application is pending in the United States Patent and Trademark Office:

<u>MARK</u>	<u>APPLICATION NO.</u>	<u>FILED</u>
ENGAGE LIFE (Stylized)	78/635,047	May 23, 2005

WHEREAS, Assignee is desirous of acquiring said mark and the application therefor;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest of Assignor in and to said mark together with the good will of the business symbolized by said mark, and the above-identified application to register said mark.

SENIOR STAR MANAGEMENT COMPANY

By: 

Title: Exec. Vice President
("Assignor")

ACCEPTED:

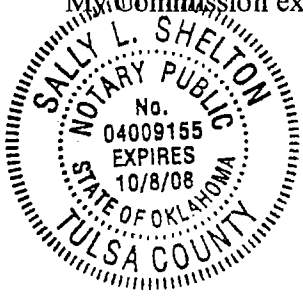
ATRIA SENIOR LIVING GROUP, INC.

By: Mark D. Jessee
Title: MARK D. JESSEE
CHIEF FINANCIAL OFFICER
(Assignee)

STATE OF Oklahoma)
COUNTY OF Tulsa)

The foregoing instrument was acknowledged before me this 21 day of Oct, 2006, by Robert D. Thomas, in his/her capacity as Exec. Vice President of Assignor.

My Commission expires October 8, 2008.



Sally L. Shelton
NOTARY PUBLIC

COMMONWEALTH OF KENTUCKY)
COUNTY OF JEFFERSON)

The foregoing instrument was acknowledged before me this 14 day of December, 2006, by Mark D. Jessee, in his capacity as Executive Vice President and Chief Financial Officer on behalf of Assignee.

My Commission expires 7/10/2010.

Sherry DuBois
NOTARY PUBLIC