

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
PM Lifestyle Shopping Centers, LLC		01/13/2007	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Poag & McEwen Lifestyle Centers - Centerra, LLC
Street Address:	6410 Poplar Avenue
Internal Address:	Suite 850
City:	Memphis
State/Country:	TENNESSEE
Postal Code:	38119
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

Name:	McWhinney Holding Company, LLLP
Street Address:	2725 Rocky Mountain Avenue
Internal Address:	Rangeview One Office Building, Suite 200
City:	Loveland
State/Country:	COLORADO
Postal Code:	80538
Entity Type:	Limited Liability Limited Partnership: COLORADO

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78636278	THE PROMENADE SHOPS AT CENTERRA

CORRESPONDENCE DATA

Fax Number: (615)742-0410
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 615-742-7760
 Email: trademarks@bassberry.com

CH \$40.00 78636278

Correspondent Name: Robert L. Brewer
Address Line 1: 315 Deaderick Street
Address Line 2: Suite 2700
Address Line 4: Nashville, TENNESSEE 37238

ATTORNEY DOCKET NUMBER:

107812-805

NAME OF SUBMITTER:

Robert L. Brewer

Signature:

/Robert L. Brewer/

Date:

04/27/2007

Total Attachments: 2
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ASSIGNMENT

This is an Assignment by PM Lifestyle Shopping Centers, LLC ("PM"), a Delaware limited liability company, having a place of business at 6410 Poplar Avenue, Suite 850, Memphis, TN 38119 to McWhinney Holding Company, LLLP ("MHC"), a Colorado limited liability limited partnership, having a place of business at Rangeview One Office Building at Centerra, 2725 Rocky Mountain Avenue, Suite 200, Loveland, CO 80538 and Poag & McEwen Lifestyle Centers - Centerra, LLC ("Manager"), a Delaware limited liability company, having a place of business at 6410 Poplar Avenue, Suite 850, Memphis, TN 38119, effective on the signature date provided hereinbelow ("Effective Date").

WHEREAS, PM is the owner of the mark "THE PROMENADE SHOPS AT CENTERRA" as shown on the attached Exhibit A and U.S. Service Mark Application Serial No. 78/636278 for "THE PROMENADE SHOPS AT CENTERRA (Stylized)" for "leasing of shopping mall space," in Class 36 (collectively the "Mark"), and

WHEREAS, MHC and Manager wish to acquire the Mark and all goodwill associated with the Mark, and PM desires to assign the Mark to MHC and Manager.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, PM does hereby assign to MHC and Manager, as joint owners, each with ½ interest, all right, title and interest in and to the Mark, any and all goodwill associated therewith, and U.S. Service Mark Application Serial No. 78/636278 for "THE PROMENADE SHOPS AT CENTERRA (Stylized)".

PM LIFESTYLE SHOPPING CENTERS, LLC

Date: _____

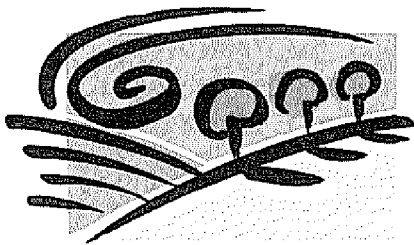
Signature: _____

Print Name: _____

Print Title: _____

THE MARK

The Promenade Shops
at CENTERRA



The Promenade Shops
at CENTERRA

Exhibit A
to
Assignment

#652610-11 Trademark Assignment

RECORDED: 04/27/2007

TRADEMARK
REEL: 003531 FRAME: 0015