

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Richard Rogg		11/14/2007	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Westside Sober Living Centers, Inc.		
<b>Street Address:</b>	3743 S. Barrington Avenue		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90066		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77200383	PROMISES	
<b>Registration Number:</b>	2552445	PROMISES MALIBU	
<b>Registration Number:</b>	3000694	PROMISES TREATMENT CENTERS	
<b>Registration Number:</b>	2517309	PROMISES WESTSIDE	
<b>Registration Number:</b>	2883745	MALIBU MODEL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(818)340-2859		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	818-347-7900		
<b>Email:</b>	scott@KLKPatentLaw.com		
<b>Correspondent Name:</b>	Scott W. Kelley		
<b>Address Line 1:</b>	6320 Canoga Avenue		
<b>Address Line 2:</b>	Suite 1650		
<b>Address Line 4:</b>	Woodland Hills, CALIFORNIA 91367		
<b>ATTORNEY DOCKET NUMBER:</b>	PROMIS-45332		

**OP \$140.00 77200383**

NAME OF SUBMITTER:	Scott W. Kelley
Signature:	/Scott W. Kelley/
Date:	11/19/2007
Total Attachments: 2 source=Assignment WSLC#page1.tif source=Assignment WSLC#page2.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, **RICHARD ROGG**, of Los Angeles, California, as indicated on the records of the U.S. Patent and Trademark Office, owns the pending U.S. Trademark Application and U.S. Trademark Registrations identified as follows:

<u>Mark</u>	<u>Reg #</u>	<u>Reg Date</u>	<u>Ser #</u>	<u>Filing Date</u>
PROMISES			77/200,383	6/7/2007
PROMISES MALIBU	2,552,445	3/26/2002	76/238,759	4/9/2001
MALIBU MODEL	2,883,745	9/14/2004	76/505,065	4/7/2003
PROMISES TREATMENT CENTERS	3,000,694	9/27/2005	78/270,435	7/3/2003
PROMISES WESTSIDE	2,517,309	12/11/2001	76/236,430	4/9/2001

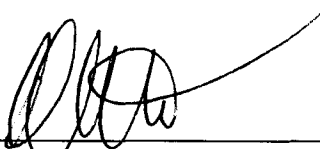
WHEREAS, **WESTSIDE SOBER LIVING CENTERS, INC.**, a corporation of the State of California, with its principal place of business at 3743 S. Barrington Avenue, Los Angeles, California 90066, is desirous of acquiring the above-identified U.S. Trademark Application and Registrations, together with all associated good will.

NOW, THEREFORE, for good and valuable consideration, **RICHARD ROGG**, an individual, assigns and transfers to **WESTSIDE SOBER LIVING CENTERS, INC.**, a California corporation, all right, title and interest in and to the above-identified trademark application and registrations and all good will of the business symbolized by these marks.

The Commissioner of Patents and Trademarks is requested to record this Assignment in the files of the U.S. Patent and Trademark Office and return it to the attorneys of record:

Scott W. Kelley  
KELLY, LOWRY & KELLEY, LLP  
6320 Canoga Avenue  
Suite 1650  
Woodland Hills, California 91367

Date: 11-14, 2007

  
\_\_\_\_\_  
**RICHARD ROGG**

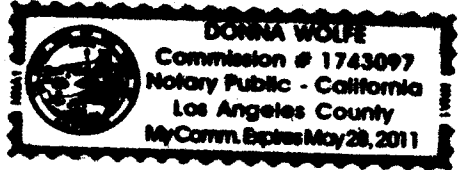
**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California }  
County of Los Angeles } ss.

On November 14, 2007 before me, Donna Wolfe, Notary Public.  
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Richard Ragg  
Name(s) of Signer(s)

personally known to me  
 proved to me on the basis of satisfactory evidence



to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/his/their authorized capacity(ies), and that by his/his/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.  
Donna Wolfe  
Signature of Notary Public

**OPTIONAL**

*Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.*

**Description of Attached Document**

Title or Type of Document: Trademark Assignment

Document Date: November 14, 2007 Number of Pages: 1

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer**

Signer's Name: \_\_\_\_\_

- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney-in-Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

