

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Pivotal Promontory Development, LLC		01/22/2008	LIMITED LIABILITY COMPANY: ARIZONA

**RECEIVING PARTY DATA**

Name:	Utah 7000 Development, LLC
Street Address:	2555 East Camelback Road
Internal Address:	Suite 700
City:	Phoenix
State/Country:	ARIZONA
Postal Code:	85016
Entity Type:	LIMITED LIABILITY COMPANY: ARIZONA

**PROPERTY NUMBERS Total: 34**

Property Type	Number	Word Mark
Registration Number:	2821565	
Registration Number:	2624858	
Registration Number:	2624859	
Registration Number:	2754093	
Registration Number:	2635033	
Registration Number:	2530387	PROMONTORY
Registration Number:	2830500	PROMONTORY
Registration Number:	2868315	PROMONTORY
Registration Number:	2865962	PROMONTORY
Registration Number:	2865961	PROMONTORY
Registration Number:	2754095	PROMONTORY
Registration Number:	2810879	PROMONTORY RANCH
Registration Number:	2830501	PROMONTORY THE RANCH CLUB

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Registration Number:	2865966	PROMONTORY THE RANCH CLUB
Registration Number:	2865967	PROMONTORY THE RANCH CLUB
Registration Number:	2859334	PROMONTORY THE RANCH CLUB
Registration Number:	2754102	PROMONTORY THE RANCH CLUB
Registration Number:	2754100	PROMONTORY THE RANCH CLUB
Registration Number:	2964350	PROMONTORY THE RANCH CLUB
Registration Number:	2964351	PROMONTORY THE RANCH CLUB
Registration Number:	2821567	PROMONTORY THE RANCH CLUB
Registration Number:	2964352	PROMONTORY THE RANCH CLUB
Registration Number:	2865963	PROMONTORY THE RANCH CLUB
Registration Number:	2865965	PROMONTORY THE RANCH CLUB
Registration Number:	2865964	PROMONTORY THE RANCH CLUB
Registration Number:	2754101	PROMONTORY THE RANCH CLUB
Registration Number:	2856365	PROMONTORY THE RANCH CLUB
Registration Number:	2680754	RESPECT THE LAND. NOURISH THE SOUL.
Registration Number:	2680755	RESPECT THE LAND. NOURISH THE SOUL.
Registration Number:	2821566	THE RANCH CLUB
Registration Number:	2748407	THE RANCH CLUB
Registration Number:	2631521	THE RANCH CLUB
Registration Number:	2631522	THE RANCH CLUB
Registration Number:	3023945	PROMONTORY CLUB

**CORRESPONDENCE DATA**

Fax Number: (646)728-2614  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212-596-9000  
Email: tmfilings@fishneave.com  
Correspondent Name: Casey M. Daum, Ropes & Gray LLP  
Address Line 1: 1211 Avenue of the Americas  
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	WFBF-009 2ND NAME CHNG
NAME OF SUBMITTER:	Casey M. Daum
Signature:	/Casey M. Daum/
Date:	02/12/2008

Total Attachments: 0

**TRADEMARK**

**REEL: 003717 FRAME: 0849**

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