

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
The Irvine Company LLC		09/01/2008	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	The Shady Canyon Golf Club, Inc.
Street Address:	Shady Canyon Drive
City:	Irvine
State/Country:	CALIFORNIA
Postal Code:	92603
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	2513165	SHADY CANYON
Registration Number:	2513166	SHADY CANYON
Registration Number:	2594815	SHADY CANYON
Registration Number:	2576474	SHADY CANYON
Registration Number:	2613051	SHADY CANYON
Registration Number:	2580221	S
Registration Number:	2580220	S
Registration Number:	2615934	S
Registration Number:	2615933	S
Registration Number:	2580219	S
Registration Number:	2580218	S
Registration Number:	2601632	SHADY CANYON GOLF CLUB
Registration Number:	2762052	SHADY CANYON GOLF CLUB
Registration Number:	2585820	SHADY CANYON GOLF CLUB

OP \$390.00 2513165

Registration Number:	2588963	SHADY CANYON GOLF CLUB
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CORRESPONDENCE DATA

Fax Number: (312)876-7934
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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:	50004800-0326
NAME OF SUBMITTER:	Peggy L. McBride
Signature:	/Peggy L. McBride/
Date:	09/11/2008

Total Attachments: 2
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EXHIBIT B
TRADEMARK ASSIGNMENT

WHEREAS, The Irvine Company LLC, a Delaware limited liability company with an address at 550 Newport Center Drive, Newport Beach, CA 92658 ("Assignor"), has adopted, used, is using and is owner of the trademarks listed on Schedule 1 attached hereto and the registrations therefor (the "Marks");

WHEREAS, The Shady Canyon Golf Club, Inc., a California corporation located at Shady Canyon Drive, Irvine, California 92603 ("Assignee"), is desirous of acquiring the Marks and the registrations 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 of Assignor's right, title and interest in, to and under said Marks and the registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Marks, and together with all causes of action for the infringement of such Marks, in accordance with and subject to all the terms and conditions of that certain Trademark and Domain Name Assignment Agreement dated concurrently herewith between Assignor and Assignee.

ASSIGNOR: THE IRVINE COMPANY LLC

Date: September 1, 2008

By: Mary Westbrook
Name: Mary K. Westbrook
Title: Vice President

By: Michele R. Leondis
Name: Michele R. Leondis
Title: Assistant Secretary

ACKNOWLEDGMENT

STATE OF CALIFORNIA)

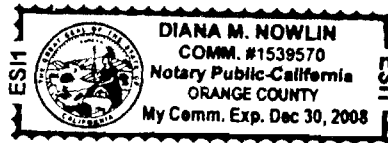
COUNTY OF ORANGE)

On September 1, 2008 before me, Diana M. Nowlin, Notary Public, personally appeared Mary K. Westbrook and Michele R. Leondis, who proved to me on the basis of satisfactory evidence to be the persons whose name are subscribed to the within instrument and acknowledged to me that they executed the same in their authorized capacities, and that by their signatures on the instrument the persons, or the entity upon behalf of which the persons acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Diana M. Nowlin



(Seal)

SCHEDULE 1

ASSIGNED TRADEMARKS

TRADEMARK	CLASS	U.S. REG. NO.	EXPIRATION
SHADY CANYON	37	2,513,165	11/27/2011
SHADY CANYON	36	2,513,166	11/27/2011
SHADY CANYON	28	2,594,815	1/16/2009
SHADY CANYON	41	2,576,474	6/04/2012
SHADY CANYON	42	2,613,051	2/27/2009
SC DESIGN	25	2,580,221	12/11/2008
SC DESIGN	28	2,580,220	12/11/2008
SC DESIGN	36	2,615,934	3/03/2009
SC DESIGN	37	2,615,933	3/03/2009
SC DESIGN	41	2,580,219	6/11/2012
SC DESIGN	42	2,580,218	6/11/2012
SHADY CANYON GOLF CLUB	28	2,601,632	1/30/2009
SHADY CANYON GOLF CLUB	36	2,762,052	9/09/2009
SHADY CANYON GOLF CLUB	41	2,585,820	12/25/2008
SHADY CANYON GOLF CLUB	42	2,588,963	1/02/2009
SHADY CANYON	37	043584 (California reg.)	07/27/2014

CLASS DEFINITIONS:

- 25 Clothing, namely shirts, sweaters, pants, slacks shorts, jackets, coats, gloves, socks, visors and hats
- 28 Sporting equipment, namely, golf bags, shoulder straps for golf bags, golf club covers, golf balls, golf tees, golf ball markers and golf bag tags.
- 36 Real estate listing, leasing and brokerage services
- 37 Land development and construction services, namely, planning, development and construction of residential communities, custom lot programs and commercial projects.
- 41 Country club services; golf course services; and entertainment services in nature of golf tournaments.
- 42 Restaurant services