

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
Sunrise Senior Living Services, Inc.		10/21/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Sunrise Senior Living, Inc.
Street Address:	7902 Westpark Drive
City:	McLean
State/Country:	VIRGINIA
Postal Code:	22192
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2646652	AGESTRONG
Registration Number:	2238540	AMBASSADOR
Registration Number:	2652779	AVON PLACE
Registration Number:	1665313	BRIGHTON GARDENS
Registration Number:	2269372	EDGEHILL
Registration Number:	2169600	REACH TO IMPROVE
Registration Number:	1737792	STRATFORD COURT

CORRESPONDENCE DATA

Fax Number: (202)408-4400

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2024084000

Email: docketing@finnegan.com, lynn.jordan@finnegan.com,
kathleen.thomas@finnegan.com,
johanna.mansilla@finnegan.com

Correspondent Name: Lynn M. Jordan

Address Line 1: 901 New York Avenue, N.W.

900119159

TRADEMARK
REEL: 003875 FRAME: 0586

OP \$190.00 2646652

Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

ATTORNEY DOCKET NUMBER:

09280.0999

NAME OF SUBMITTER:

Lynn M. Jordan

Signature:

/Lynn M. Jordan/

Date:

10/23/2008

Total Attachments: 2

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ASSIGNMENT

Sunrise Senior Living Services, Inc., a Delaware corporation with its principal place of business at 7902 Westpark Drive, McLean, Virginia 22102 ("Assignor"), is the owner of the marks identified in Exhibit A and of the U.S. trademark registrations therefor ("the Trademarks").

Sunrise Senior Living, Inc., a Delaware corporation with its principal place of business at 7902 Westpark Drive, McLean, Virginia 22102 ("Assignee"), wishes to acquire the Trademarks.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, and the right to sue and recover for past infringements, dilution, and other violations.

SUNRISE SENIOR LIVING SERVICES,
INC.

By:  _____

Name: John F. Gaul

Title: Vice President & Secretary

Date: October 21, 2008

EXHIBIT A

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
AGESTRONG	2,646,652	November 5, 2002
AMBASSADOR	2,238,540	April 13, 1999
AVON PLACE	2,652,779	November 19, 2002
BRIGHTON GARDENS	1,665,313	November 19, 1991
EDGEHILL	2,269,372	August 10, 1999
REACH TO IMPROVE	2,169,600	June 30, 1998
STRATFORD COURT	1,737,792	December 1, 1992