

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                      |  |                       |                                     |
|--------------------------------------|--|-----------------------|-------------------------------------|
| SUBMISSION TYPE:                     | NEW ASSIGNMENT   |                       |                                     |
| NATURE OF CONVEYANCE:                | 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>                  |
| Erickson Retirement Communities, LLC |  | 04/02/2009            | LIMITED LIABILITY COMPANY: MARYLAND |
| <b>RECEIVING PARTY DATA</b>          |  |                       |                                     |
| <b>Name:</b>                         | Retirement Living TV, LLC  |                       |                                     |
| <b>Street Address:</b>               | 8825 Stanford Blvd.  |                       |                                     |
| <b>Internal Address:</b>             | Suite 200  |                       |                                     |
| <b>City:</b>                         | Columbia   |                       |                                     |
| <b>State/Country:</b>                | MARYLAND   |                       |                                     |
| <b>Postal Code:</b>                  | 21045  |                       |                                     |
| <b>Entity Type:</b>                  | LIMITED LIABILITY COMPANY: MARYLAND  |                       |                                     |
| <b>PROPERTY NUMBERS Total: 1</b>     |  |                       |                                     |
| <b>Property Type</b>                 | <b>Number</b>  | <b>Word Mark</b>      |                                     |
| <b>Serial Number:</b>                | 78850078   | RLIVING               |                                     |
| <b>CORRESPONDENCE DATA</b>           |  |                       |                                     |
| <b>Fax Number:</b>                   | (310)859-0806  |                       |                                     |
|                                      | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                                     |
| <b>Phone:</b>                        | 310-859-9595   |                       |                                     |
| <b>Email:</b>                        | law3@marklitwak.com  |                       |                                     |
| <b>Correspondent Name:</b>           | Mark Litwak  |                       |                                     |
| <b>Address Line 1:</b>               | 433 N. Camden Drive  |                       |                                     |
| <b>Address Line 2:</b>               | Suite 1010   |                       |                                     |
| <b>Address Line 4:</b>               | Beverly Hills, CALIFORNIA 90210  |                       |                                     |
| <b>NAME OF SUBMITTER:</b>            | Mark Litwak  |                       |                                     |
| <b>Signature:</b>                    | /Mark Litwak/  |                       |                                     |
| <b>Date:</b>                         | 04/08/2009   |                       |                                     |

CH \$40.00 78850078

Total Attachments: 1  
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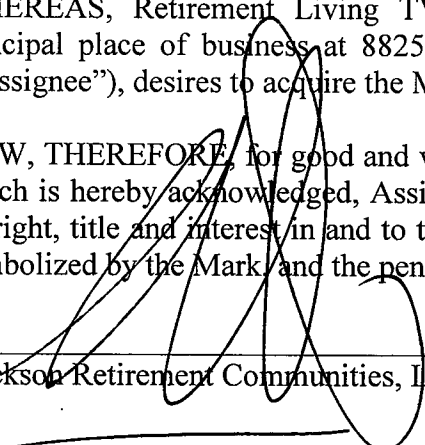
### Trademark Assignment

WHEREAS, Erickson Retirement Communities, LLC, a limited liability corporation , with its principal place of business at 701 Maiden Choice Lane, Baltimore, MD 21228 ("Assignor"), has adopted, owns and is using the Trademark "RLiving" ("the Mark") in connection with the following goods and/or services: Production of television programs; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the above-described goods and/or services, Application Serial No. 78850078 filed on March 30, 2006; and

WHEREAS, Retirement Living TV, LLC, a limited liability corporation, with its principal place of business at 8825 Stanford Blvd., Suite 200, Columbia, MD 21045 ("Assignee"), desires to acquire the Mark, and the pending application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the pending application for registration.

  
\_\_\_\_\_  
Erickson Retirement Communities, LLC

By: \_\_\_\_\_

Name: Gerald F. Doherty

Title: Executive Vice President

Dated effective as of: 4/2/09

SUBSCRIBED and SWORN to before me this 2nd day of April, 2009.

  
\_\_\_\_\_  
Notary Public

SHELLEY L. BAER  
NOTARY PUBLIC STATE OF MARYLAND  
My Commission Expires November 18, 2009

My Commission Expires: 11-18-09