

**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>
Portola Acquisition, LLC		06/19/2009	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Reserve Club		
<b>Street Address:</b>	49-400 Desert Butte Trail		
<b>City:</b>	Indian Wells		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92210		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2694350	THE RESERVE	
Registration Number:	2790036	THE RESERVE CLUB	
Registration Number:	2731010	THE RESERVE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)408-4400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2024084000		
<b>Email:</b>	docketing@finnegan.com		
<b>Correspondent Name:</b>	Christopher P. Foley		
<b>Address Line 1:</b>	901 New York Avenue, N.W.		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20001		
<b>ATTORNEY DOCKET NUMBER:</b>	06924.0054-00000		
<b>NAME OF SUBMITTER:</b>	Christopher P. Foley		

OP \$90.00 2694350

Signature:	/Christopher P. Foley/
Date:	06/22/2009
Total Attachments: 2 source=Signed Assignment to The Reserve Club#page1.tif source=Signed Assignment to The Reserve Club#page2.tif	

**ASSIGNMENT**

Portola Acquisition, LLC, a California limited liability company with its principal place of business at 74-001 Reserve Drive, Indian Wells, California 92210 ("Assignor"), is the owner of the marks identified in Exhibit A and of the U.S. trademark registrations therefor ("the Trademarks").

The Reserve Club, a California corporation with its principal place of business at 49-400 Desert Butte Trail, Indian Wells, CA 92210 ("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.

Portola Acquisition, LLC

By: 

Name: Dona Tanaka

Title: Secretary

Date: June 19, 2009

**EXHIBIT A**

<b><u>MARK</u></b>	<b><u>REG. NO.</u></b>	<b><u>REG. DATE</u></b>
THE RESERVE	2,694,350	March 11, 2003
THE RESERVE CLUB and Design	2,790,036	December 9, 2003
THE RESERVE and Design	2,731,010	July 1, 2003