

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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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>
Pacific Corporate Group Holdings, Inc.		08/26/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Crown Manor Enterprises, L.L.C.		
<b>Street Address:</b>	1200 Prospect Street		
<b>Internal Address:</b>	Suite 200		
<b>City:</b>	La Jolla		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92037		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78733515	CROWN MANOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(949)760-9502		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	949-760-0404		
<b>Email:</b>	efiling@kmob.com		
<b>Correspondent Name:</b>	Knobbe, Martens, Olson & Bear, LLP		
<b>Address Line 1:</b>	2040 Main Street		
<b>Address Line 2:</b>	14th Floor		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92614		
<b>ATTORNEY DOCKET NUMBER:</b>	PCGH.001T		
<b>NAME OF SUBMITTER:</b>	AnneMarie Kaiser		
<b>Signature:</b>	/AnneMarie Kaiser/		

OP \$40.00 78733515

Date:

08/28/2009

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the \_\_\_\_ day of August 2009, by and between Pacific Corporate Group Holdings, Inc., a Delaware corporation having a place of business at 1200 Prospect Street, Suite 200, La Jolla, California 92037 (hereinafter referred to as "ASSIGNOR"), and Crown Manor Enterprises, L.L.C., a California limited liability company having a place of business at 1200 Prospect Street, Suite 200, La Jolla, California 92037 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has intended to use the mark CROWN MANOR in interstate commerce and has filed an application to register the mark with the U.S. Patent and Trademark Office on October 14, 2005, based on its bona fide intent to use the mark in commerce, which application has been given Application No. 78/733,515, but has not yet filed an allegation of use of the CROWN MANOR mark under Trademark Act Section 1(c) or 1(d);

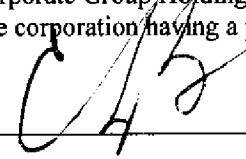
WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the trademark CROWN MANOR, including U.S. Application No. 78/733,515; and

WHEREAS, ASSIGNEE is acquiring from ASSIGNOR its entire business or portion thereof to which the mark CROWN MANOR pertains as required by 15 U.S.C. §1060;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the CROWN MANOR trademark, concurrent with the entire business or portion thereof to which the CROWN MANOR mark pertains as required by 15 U.S.C. §1060.

Executed at CORONADO, this 26<sup>th</sup> day of August 2009.

Pacific Corporate Group Holdings, Inc.  
a Delaware corporation having a place of business at 1200 Prospect Street, Suite 200, La Jolla, California 92037

By: 

Name: CHRISTOPHER J. BOWER

Title: Chairman and CEO

STATE OF )  
                  ) ss.  
COUNTY OF )

*SEE ATTACHED*

On \_\_\_\_\_, before me, \_\_\_\_\_, personally appeared \_\_\_\_\_ personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that its executed the same in its authorized capacity(ies), and that by its signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

\_\_\_\_\_  
Signature

**ACKNOWLEDGMENT**

State of California  
County of SAN DIEGO)

On AUGUST 26, 2009 before me, DEBORAH LAYMAN BAKER  
(insert name and title of the officer)

personally appeared CHRISTOPHER J. BOWER,  
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are  
subscribed to the within instrument and acknowledged to me that he/she/they executed the same in  
his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the  
person(s), or the entity upon behalf of which the person(s) 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 Deborah Layman Baker (Seal)

