

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
Sea Pines Company, Inc.		10/26/2009	CORPORATION: SOUTH CAROLINA
RECEIVING PARTY DATA			
Name:	Sea Pines Resort, LLC		
Street Address:	P.O. Box 7000		
City:	Hilton Head Island		
State/Country:	SOUTH CAROLINA		
Postal Code:	29938		
Entity Type:	LIMITED LIABILITY COMPANY: VIRGINIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2804427	SEA PINES	
CORRESPONDENCE DATA			
Fax Number:	(864)271-4015		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	864-232-4261		
Email:	IPDocket@mcnair.net		
Correspondent Name:	McNair Law Firm, PA		
Address Line 1:	P.O. Box 447		
Address Line 2:	Attention: Cort Flint		
Address Line 4:	Greenville, SOUTH CAROLINA 29602		
ATTORNEY DOCKET NUMBER:	000346.025		
NAME OF SUBMITTER:	Cort Flint		
Signature:	/Cort Flint/		

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 REEL: 004084 FRAME: 0657**

Date:

10/26/2009

Total Attachments: 3

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SERVICE MARK/ TRADEMARK ASSIGNMENTS

WHEREAS, Sea Pines Company, Inc. a South Carolina corporation, with offices located at P.O. Box 7000, Hilton Head Island, SC 29938, is the owner of the following service marks and/or trademarks, and the service mark pending application:

Application or Registration Number	Filing or Registration Date	Mark	Services
76/573,663	02/03/2004	Harbour Town Lighthouse design	Real estate services, namely, vacation homes and condominium rental services; real estate agency services, namely resort management services. Golf course and golf club services.
1,181,473	12/08/1981	Miscellaneous design (lighthouse)	Real estate agency services- namely, resort management services
1,649,014	06/25/1991	SEA PINES and design	Real estate services, namely vacation homes and condominium rental services
1,679,455	03/17/1992	Miscellaneous design (lighthouse)	Clothing; namely, golf gloves, sweaters, shirts, jackets, sweatshirts, visors, caps, shorts and rain suits
1,679,500	03/17/1992	Miscellaneous design (lighthouse)	Golf balls, golf clubs, golf balls markers, golf divot levers, and plus toys
1,684,476	04/28/1992	Miscellaneous design (lighthouse)	Beverage glassware, mugs, coasters, not of paper and not being table linen, and insulated beverage holders
2,777,613	10/28/2003	HARBOUR TOWN	Golf course and golf club services
2,779,085	11/04/2003	SEA PINES and design	Real estate services, namely, vacation homes and condominium rental services; real estate agency services, namely, resort management services

2,779,086	11/04/2003	Miscellaneous design (circular lighthouse)	Real estate services, namely, vacation homes and condominium rental services; real estate agency services, namely, resort management services
2,804,427	01/13/2004	SEA PINES	Real estate services, namely vacation homes and condominium rental services, real estate agency services, real estate management services
2,836,092	04/27/2004	SEA PINES RESORT	Real estate services, namely vacation homes and condominium rental services, and resort management services
2,913,641	12/21/2004	The Official Sea Pines Website	Real estate services, namely vacation home and condominium rental services; and real estate agency services. Resort hotel and rental services
3,022,489	12/06/2005	HARBOUR TOWN	Resort hotel and lodging services
3,024,079	12/06/2005	The Heritage and design	Clothing, namely, shirts, jackets, caps; Golf tournament services
3,036,200	12/27/2005	Heritage	Golf tournament services
3,058,420	02/14/2006	INN AT HARBOUR TOWN	Resort hotel and lodging services

WHEREAS, Sea Pines Resort, LLC, a Virginia limited liability company, P.O. Box 7000, Hilton Head Island, SC 29938, is desirous of acquiring the rights to said service marks, trademarks and service mark application, for good and valuable consideration, receipt of which is hereby acknowledged.

NOW, THEREFORE, said Sea Pines Company, Inc. has and does hereby assign to said Sea Pines Resort, LLC, all right, title and interest in and to said service marks,

trademarks, and service mark pending application, together with the good will of the businesses symbolized by the marks and the above identified registrations.

SEA PINES COMPANY, INC.

By: 

Steven P. Birdwell
Chief Financial Officer

Date: October 26, 2008⁹

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