

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Sea Pines Company, Inc.		10/26/2009	CORPORATION: SOUTH CAROLINA

**RECEIVING PARTY DATA**

<b>Name:</b>	Sea Pines Resort, LLC
<b>Street Address:</b>	P. O. Box 7000
<b>City:</b>	Hilton Head Island
<b>State/Country:</b>	SOUTH CAROLINA
<b>Postal Code:</b>	29938
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: VIRGINIA

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Registration Number:	2836092	SEA PINES RESORT
Registration Number:	2913641	THE OFFICIAL SEA PINES WEBSITE
Registration Number:	1649014	SEA PINES
Serial Number:	76573663	
Registration Number:	1679500	
Registration Number:	1684476	
Registration Number:	1679455	
Registration Number:	1181473	
Registration Number:	3022489	HARBOUR TOWN
Registration Number:	3058420	INN AT HARBOUR TOWN
Registration Number:	3036200	HERITAGE
Registration Number:	3024079	THE HERITAGE
Registration Number:	2777613	HARBOUR TOWN

OP \$340.00 2836092

CORRESPONDENCE DATA

Fax Number: (804)698-2230

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

Phone: 804-775-1166

Email: jpeyton@mcguirewoods.com

Correspondent Name: Janet P. Peyton

Address Line 1: 901 E. Cary Street

Address Line 4: Richmond, VIRGINIA 23219

ATTORNEY DOCKET NUMBER:	2056969-0001
NAME OF SUBMITTER:	Janet P. Peyton
Signature:	/Janet P. Peyton/
Date:	12/21/2009

**Total Attachments: 3**

source=Assignment Form#page1.tif

source=Assignment Form#page2.tif

source=Assignment Form#page3.tif

## 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, 200~~8~~<sup>9</sup>.

GREENVILLE 255943v1