

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	11/17/2009

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Del American Realty Group, Inc.		01/25/2010	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	Heathrow Apartments, LLC
Street Address:	Feather Sound Corporate Center, Building I
Internal Address:	Suite 610, 13535 Feather Sound Drive
City:	Clearwater
State/Country:	FLORIDA
Postal Code:	33762
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3599806	PURE LIVING

CORRESPONDENCE DATA

Fax Number: (202)672-5399
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 202-672-5300
 Email: PTOMAILWashington@foley.com
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ATTORNEY DOCKET NUMBER:	304196-0236
NAME OF SUBMITTER:	Norm J. Rich

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**TRADEMARK
 REEL: 004142 FRAME: 0611**

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Signature:	/norm j. rich/
Date:	02/03/2010
Total Attachments: 2 source=DOC#page1.tif source=DOC#page2.tif	

ASSIGNMENT OF TRADEMARK -- NUNC PRO TUNC

WHEREAS, on or about, November 17, 2009, Del American Realty Group, Inc., a Florida corporation, doing business at 474 S. Northlake Blvd., Suite 1020, Altamonte Springs, Florida 32701 (hereinafter referred to as the "Assignor"), then being the owner of the following mark and United States registration:

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
Pure Living	3,599,806	March 31, 2009

assigned in fact said mark and registration, together with that part of the good will of the business connected with and symbolized by said mark and registration, to Heathrow Apartments, LLC, a Florida limited liability company, doing business at Feather Sound Corporate Center, Building I, Suite 610, 13535 Feather Sound Drive, Clearwater, Florida 33762 (hereinafter referred to as the "Assignee"), but without having executed a formal United States mark assignment document; and

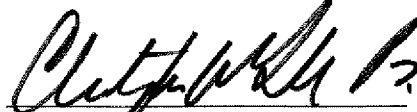
WHEREAS, said Assignee now desires such formal United States assignment in order to record the same in the United States Patent and Trademark Office;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor hereby confirms the aforesaid assignment and does hereby assign, nunc pro tunc, as of November 17, 2009, and/or as of anytime prior to the present when such assignment was in fact equitably affected, to the aforesaid Assignee, all right, title and interest in and to the said mark and registration, and that part of the good will of the business connected with and symbolized by the said mark, as well as all rights to injunctive relief, damages or profits, due or accrued, arising out of past infringement of said mark or injury to the said good will, and the right to sue for and recover the same in its, the Assignee's, own name.

This assignment being under covenant, not only that full power to make the same is had by the Assignor, but also that the assigned rights are not encumbered by any grant, license, or other right heretofore given; Assignor acknowledging that, as of the Effective Date, Assignor shall not, without the prior written consent of the Assignee, use or seek to register the marks or any variation thereof or any mark confusingly similar thereto, directly or indirectly, as a principal, agent, shareholder, investor, employer, partner, member, joint venturer, manager, consultant, operator, or in any other capacity whatsoever anywhere in the world, in connection with the same or similar or related goods and services associated with the mark, now or in the future, nor for any goods or services within the Assignee's natural zone of expansion of the mark, nor shall Assignor trade on the goodwill associated with the mark or bring proceedings or otherwise challenge Assignee's exclusive rights to use and register the mark worldwide, such exclusive rights to be held and enjoyed by Assignee for its own use and for its legal representatives and assigns as fully and entirely as the same would have been held by Assignor had this assignment not been made.

IN WITNESS WHEREOF, this Assignment has been executed by an authorized representative of Assignor this 25th day of January 2010.

Del American Realty Group, Inc. (Assignor)



Signature

Christopher DelGunter

Print Name

President

Title