

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
Utah 7000 Development, LLC		01/01/2010	LIMITED LIABILITY COMPANY: ARIZONA

RECEIVING PARTY DATA

Name:	Promontory Development, LLC
Street Address:	2555 East Camelback Road, Suite 700
City:	Phoenix,
State/Country:	ARIZONA
Postal Code:	85016
Entity Type:	LIMITED LIABILITY COMPANY: ARIZONA

PROPERTY NUMBERS Total: 34

Property Type	Number	Word Mark
Registration Number:	2635033	
Registration Number:	2624858	
Registration Number:	2624859	
Registration Number:	2821565	
Registration Number:	2754093	
Registration Number:	2530387	PROMONTORY
Registration Number:	2830500	PROMONTORY
Registration Number:	2865961	PROMONTORY
Registration Number:	2865962	PROMONTORY
Registration Number:	2868315	PROMONTORY
Registration Number:	2754095	PROMONTORY
Registration Number:	3023945	PROMONTORY CLUB
Registration Number:	2810879	PROMONTORY RANCH
Registration Number:	2830501	PROMONTORY THE RANCH CLUB

OP \$865.00 2635033

Registration Number:	2859334	PROMONTORY THE RANCH CLUB
Registration Number:	2865967	PROMONTORY THE RANCH CLUB
Registration Number:	2865966	PROMONTORY THE RANCH CLUB
Registration Number:	2754102	PROMONTORY THE RANCH CLUB
Registration Number:	2754100	PROMONTORY THE RANCH CLUB
Registration Number:	2821567	PROMONTORY THE RANCH CLUB
Registration Number:	2964351	PROMONTORY THE RANCH CLUB
Registration Number:	2964350	PROMONTORY THE RANCH CLUB
Registration Number:	2964352	PROMONTORY THE RANCH CLUB
Registration Number:	2754101	PROMONTORY THE RANCH CLUB
Registration Number:	2856365	PROMONTORY THE RANCH CLUB
Registration Number:	2865964	PROMONTORY THE RANCH CLUB
Registration Number:	2865963	PROMONTORY THE RANCH CLUB
Registration Number:	2865965	PROMONTORY THE RANCH CLUB
Registration Number:	2680754	RESPECT THE LAND. NOURISH THE SOUL.
Registration Number:	2680755	RESPECT THE LAND. NOURISH THE SOUL.
Registration Number:	2748407	THE RANCH CLUB
Registration Number:	2821566	THE RANCH CLUB
Registration Number:	2631521	THE RANCH CLUB
Registration Number:	2631522	THE RANCH CLUB

CORRESPONDENCE DATA

Fax Number: (801)578-6999
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 801-328-3131
Email: TM-SLC@stoel.com
Correspondent Name: Michael E. Mangelson
Address Line 1: 201 S. Main St., Suite 1100
Address Line 4: Salt Lake City, UTAH 84111

ATTORNEY DOCKET NUMBER:	PROMOTORY
NAME OF SUBMITTER:	Michael E. Mangelson
Signature:	/Michael E. Mangelson/
Date:	03/17/2010

Total Attachments: 3
source=Promontory assignment#page1.tif
source=Promontory assignment#page2.tif

Assignment of Trademarks

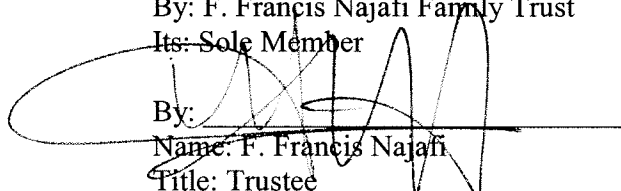
Utah 7000 Development, LLC, an Arizona limited liability company with an address at 2555 East Camelback Road, Suite 700, Phoenix, Arizona 85016 (“**Assignor**”), owner of record for the U.S. trademark registrations set forth on Schedule A attached hereto (the “**Marks**”), for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby assign and transfer to Promontory Development, LLC, an Arizona limited liability company with an address at 2555 East Camelback Road, Suite 700, Phoneix, Arizona 85016 (“**Assignee**”), the entire right, title, and interest in and to the Marks, and the business and goodwill pertaining thereto, together with any claims, demands and causes of action for the past infringement of the Marks or for unfair competition in business in connection therewith, the same to be held and enjoyed by Assignee, its successors, assigns or other legal representatives as fully and entirely as the same would or could have been held and enjoyed by Assignor had this Assignment not been made.

Dated effective as of January 1, 2010

Utah 7000 Development, LLC

By: Pivotal 7000, LLC
Its: Sole Member

By: F. Francis Najafi Family Trust
Its: Sole Member

By: 
Name: F. Francis Najafi
Title: Trustee

SCHEDULE A**THE MARKS**

Mark	App. Date	Ser. No.	Reg. Date	Reg. No.
MISCELLANEOUS DESIGN (DEER HEADS LOGO)	12/20/2001	76/352,241	10/15/2002	2,635,033
MISCELLANEOUS DESIGN (DEER HEADS LOGO)	12/20/2001	76/352,242	09/24/2002	2,624,858
MISCELLANEOUS DESIGN (DEER HEADS LOGO)	12/20/2001	76/352,245	09/24/2002	2,624,859
MISCELLANEOUS DESIGN (DEER HEADS)	12/20/2001	76/352,243	03/09/2004	2,821,565
MISCELLANEOUS DESIGN (DEER)	12/20/2001	76/352,244	08/19/2003	2,754,093
PROMONTORY	07/14/1999	75/751,445	01/15/2002	2,530,387
PROMONTORY AND DESIGN	12/20/2001	76/352,293	04/06/2004	2,830,500
PROMONTORY AND DESIGN	12/20/2001	76/352,294	07/27/2004	2,865,961
PROMONTORY AND DESIGN	12/20/2001	76/352,295	07/27/2004	2,865,962
PROMONTORY AND DESIGN	12/20/2001	76/352,296	08/03/2004	2,868,315
PROMONTORY AND DESIGN (DEER ON TOP)	12/20/2001	76/352,297	08/19/2003	2,754,095
PROMONTORY CLUB	07/14/1999	75/751,444	12/06/2005	3,023,945
PROMONTORY RANCH	07/14/1999	75/751,443	02/03/2004	2,810,879
PROMONTORY THE RANCH CLUB	12/20/2001	76/353,872	04/06/2004	2,830,501
PROMONTORY THE RANCH CLUB	12/20/2001	76/353,873	07/06/2004	2,859,334
PROMONTORY THE RANCH CLUB	12/20/2001	76/353,874	07/27/2004	2,865,967
PROMONTORY THE RANCH CLUB	12/20/2001	76/353,871	07/27/2004	2,865,966
PROMONTORY THE RANCH CLUB (WORD)	12/20/2001	76/353,870	08/19/2003	2,754,102
PROMONTORY THE RANCH CLUB AND DESIGN	12/20/2001	76/353,855	08/19/2003	2,754,100
PROMONTORY THE RANCH CLUB AND DESIGN	12/20/2001	76/353,858	03/09/2004	2,821,567
PROMONTORY THE RANCH CLUB AND DESIGN	12/20/2001	76/353,857	06/28/2005	2,964,351

PROMONTORY THE RANCH CLUB AND DESIGN	12/20/2001	76/353,856	06/28/2005	2,964,350
PROMONTORY THE RANCH CLUB AND DESIGN	12/20/2001	76/353,859	06/28/2005	2,964,352
PROMONTORY THE RANCH CLUB AND DESIGN (DEER ON TOP)	12/20/2001	76/353,863	08/19/2003	2,754,101
PROMONTORY THE RANCH CLUB AND DESIGN (DEER ON TOP)	12/20/2001	76/353,862	06/22/2004	2,856,365
PROMONTORY THE RANCH CLUB AND DESIGN (DEER ON TOP)	12/20/2001	76/353,861	07/27/2004	2,865,964
PROMONTORY THE RANCH CLUB AND DESIGN (DEER ON TOP)	12/20/2001	76/353,860	07/27/2004	2,865,963
PROMONTORY THE RANCH CLUB AND DESIGN (DEER ON TOP)	12/20/2001	76/353,864	07/27/2004	2,865,965
RESPECT THE LAND. NOURISH THE SOUL.	04/09/2002	76/392,940	01/28/2003	2,680,754
RESPECT THE LAND. NOURISH THE SOUL.	04/09/2002	76/392,941	01/28/2003	2,680,755
THE RANCH CLUB	12/20/2001	76/352,276	08/05/2003	2,748,407
THE RANCH CLUB	12/20/2001	76/352,277	03/09/2004	2,821,566
THE RANCH CLUB	12/20/2001	76/352,275	10/08/2002	2,631,521
THE RANCH CLUB	12/20/2001	76/352,278	10/08/2002	2,631,522