

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
Paul Davril, Inc.		06/02/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Michar LLC		
Street Address:	4567 Maywood Avenue		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90058		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2853370	PACIFICHEIGHTS	
CORRESPONDENCE DATA			
Fax Number:	(213)687-0498		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(213) 787-2500		
Email:	trademarks@cblh.com		
Correspondent Name:	Billy A. Robbins		
Address Line 1:	333 South Grand Avenue		
Address Line 2:	Suite 2300		
Address Line 4:	Los Angeles, CALIFORNIA 90071		
ATTORNEY DOCKET NUMBER:	70186-00017		
NAME OF SUBMITTER:	Billy A. Robbins		
Signature:	/Billy A. Robbins/		
Date:	06/04/2010		

OP \$40.00 2853370

Total Attachments: 2
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**ASSIGNMENT
(U.S. and Foreign Trademarks)**

WHEREAS, PAUL DAVRIL, INC., a California Corporation, (hereinafter referred to as Assignor), has adopted and is using the Mark **PACIFICHEIGHTS** in the United States; and

WHEREAS, MICHAEL LLC, a California Limited Liability Company, (hereinafter referred to as Assignee), desires to acquire the Mark and the goodwill of the business associated with the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign and transfer to the Assignee the entire right, title, and interest in and to said mark and the registration for said Mark, together with the goodwill of the business symbolized by the Mark and the registrations thereof, and all other rights which Assignor has enjoyed thereunder both in the United States and throughout all countries of the world, including any and all rights of recovery based on past infringement of said Mark and/or registration, the same to be held and enjoyed by the Assignee, its successors, and assigns forever and to the full end of the terms for which the aforesaid Mark is registered and any renewals of the terms thereof;

AND FOR THE SAME CONSIDERATION, the Assignor also hereby covenants and agrees that, at the time of execution and delivery of these presents, the Assignor is the sole and lawful owner of the entire right, title, and interest in and to the said registration, it is the sole and lawful owner of the entire right, title, and interest to said Mark and said goodwill associated therewith and that the same are unencumbered and that the Assignor has good and full right and lawful authority to sell and convey the same in the manner herein set forth;

AND FOR THE SAME CONSIDERATION, the Assignor hereby covenants and agrees that the Assignor will, whenever counsel of the Assignee or the counsel of its successors, legal representatives, and assigns shall advise that it is lawful and desirable, sign all papers and documents, deliver necessary documents including original registration certificates, if

