OP \$40,00 28533

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

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

Phone: (213) 787-2500

Email: kwuerfel@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

Total Attachments: 4

source=7018617Assignment#page1.tif source=7018617Assignment#page2.tif source=7018617Assignment#page3.tif source=7018617Assignment#page4.tif

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, MICHAR 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

available, take all lawful oaths, execute separate confirmatory assignments, and do all acts reasonably necessary or desirable to be done for the procurement, maintenance, enforcement, and defense of said Mark and registration thereof without charge to the Assignee, its successors, legal representatives, and assigns, other than reasonable costs and expenses incurred by the Assignor or any of its employees, agents, and representatives in connection with the foregoing actions.

JUNE

Date: -May 2, 2010

UNITED STATES OF AMERICA

STATE OF CALIFORNIA

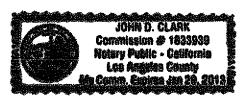
COUNTY OF Low angels

On June 2, 2010 before me, John D. Clark Notang able personally appeared Michel Haroscheand proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[Seal]



30893-1

SCHEDULE A

REGISTRATION

MARK: PACIFIC HEIGHTS

Registration No.	Date Registered	Serial No.	Filing Date	Country
2,853,370	June 15, 2004	78/129,598	May 17, 2002	U.S.A.

30893-1

RECORDED: 06/04/2010