

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lennar Pacific Properties Management, Inc.		06/22/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Pacific Coast Real Estate Group, Inc.		
Composed Of:	COMPOSED OF Skip Reed - President - Citizen of US. Cynthia Reed - Secretary - Citizen of US.		
Doing Business As:	DBA Bressi Ranch Realty		
Street Address:	6965 El Camino Real Suite 105-555		
City:	Carlsbad		
State/Country:	CALIFORNIA		
Postal Code:	92009		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76623650	BRESSI RANCH	
CORRESPONDENCE DATA			
Fax Number:	(760)230-0412		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6199336407		
Email:	skipreed@pacificcoastreg.com		
Correspondent Name:	Pacific Coast Real Estate Group		
Address Line 1:	6965 El Camino Real Suite 105-555		
Address Line 4:	Carlsbad, CALIFORNIA 92009		
NAME OF SUBMITTER:	Skip Reed		
Signature:	/Skip Reed/		

OP \$40.00 76623650

900168411

**TRADEMARK
 REEL: 004252 FRAME: 0666**

Date:

08/02/2010

Total Attachments: 7

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TRADEMARK AND DOMAIN NAME PURCHASE AGREEMENT

THIS TRADEMARK AND DOMAIN NAME PURCHASE AGREEMENT (hereinafter, "Agreement") is made and entered into this 2nd day of June, 2010 (the "Effective Date"), by and between LENNAR PACIFIC PROPERTIES MANAGEMENT, INC., a Delaware corporation having a business address of 24800 Chrisanta Drive, Mission Viejo, CA 92691 (hereinafter, "Assignor") and PACIFIC COAST REAL ESTATE GROUP, INC., a California corporation having a business address of 6965 El Camino Real Suite 105-555, Carlsbad, CA (hereinafter, "Assignee"). Assignor and Assignee are collectively referenced herein as the "Parties."

WHEREAS, Assignor is the owner of all right, title and interest in and to the name and mark "BRESSI RANCH" as well as corresponding U.S. Reg. No. 3,125,416 for "BRESSI RANCH" (with design), together with all goodwill associated therewith (hereinafter, collectively the "Marks"); and

WHEREAS, Assignor is also the owner of the domain name registration for BRESSIRANCH.COM (hereinafter, the "Domain Name"); and

WHEREAS, Assignor desires to assign and transfer all of its rights, title and interest in, to, and under the Marks and Domain Name to Assignee, and Assignee desires to acquire all of Assignor's rights, title and interest in, to, and under the Marks and Domain Name, pursuant to the terms and conditions of this Agreement.

NOW, THEREFORE, in consideration of the mutual promises herein contained and for good and other valuable consideration, the receipt of which is hereby acknowledged:

1. RECITALS INCORPORATED HEREIN BY REFERENCE.

The above recitals are hereby incorporated into the terms and conditions of this Agreement by reference.

2. ASSIGNMENT.

Assignor does hereby sell, assign, transfer, convey and deliver to Assignee, all of Assignor's rights, title and interest in, to, and under the Marks together with the goodwill associated therewith, the Domain Name, as well as all income, royalties, damages, claims, and payments now or hereafter due or payable with respect to the Marks and Domain Name, and all causes of action, either in law or in equity for past, present, or future infringement of the Marks and Domain Name, and in and to all rights corresponding to the foregoing throughout the world.

3. PURCHASE PRICE AND PAYMENT.

a. Purchase Price. The total purchase price for the Marks and Domain Name shall be One Thousand Two Hundred Fifty United States Dollars (\$1250 USD) ("Purchase Price") (\$750 USD for the Marks and \$500 USD for the Domain Name).

b. Payment. Upon execution of this Agreement, Assignee shall pay to Assignor the Purchase Price via cashier's check.

c. Transfer of Domain Name. Within ten (10) days of execution of this Agreement Assignee shall initiate (through its domain Registrar) a request to transfer the Domain Name, which will cause the Registrar to request that Assignor authorize the transfer. Conditioned upon receipt of the Purchase Price, and after receipt of the Registrar's authorization request, Assignor shall, within three (3) business days of receiving such Registrar request, authorize transfer of the Domain Name registration to Assignee.

4. **RECORDATION OF EXHIBIT A IN UNITED STATES PATENT AND TRADEMARK OFFICE.**

The Parties shall execute the document attached hereto as **EXHIBIT A** for the purpose of recording the assignment of U.S. Reg. No. 3,125,416 from Assignor to Assignee. Assignee shall, promptly upon execution of this Agreement, record the document attached hereto as **EXHIBIT A** with the United States Patent and Trademark Office assignment division.

5. **FURTHER ASSURANCES.**

Assignor shall execute and deliver to Assignee all such further instruments, assignments, assurances and other documents as Assignee may reasonably request or as may be necessary more fully to assign and convey to and vest in Assignee all rights in and to the Marks and Domain Name.

6. **COUNTERPARTS.**

This Agreement may be executed by facsimile signature in multiple counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

Signature page follows

IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be duly executed as of the Effective Date.

ASSIGNOR:

LENNAR PACIFIC PROPERTIES
MANAGEMENT, INC.

By: [Signature]
Name: Janice Hinshaw
Title: VP West Region Sales/MA

ASSIGNEE:

PACIFIC COAST REAL ESTATE GROUP,
INC.

By: [Signature]
Name: Skip Reed
Title: President

EXHIBIT A

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), effective as of 6/22/10 (the "Effective Date"), is by and between **LENNAR PACIFIC PROPERTIES MANAGEMENT, INC.**, a Delaware corporation having a business address of 24800 Chrisanta Drive, Mission Viejo, CA 92691 (hereinafter, "*Assignor*") and **PACIFIC COAST REAL ESTATE GROUP, INC.**, a California corporation having a business address of 6965 El Camino Real Suite 105-555, Carlsbad, CA (hereinafter, "*Assignee*"). Assignor and Assignee are collectively referenced herein as the "*Parties*."

RECITALS

WHEREAS, Assignor and Assignee are parties to that certain Trademark and Domain Name Purchase Agreement, dated as of 6/22/2010 (the "*Purchase Agreement*"), in which, among other things, Assignor agreed to sell, assign, and transfer to Assignee all of Assignor's rights, title, and interest in and to the trademark and associated trademark registration set forth in **EXHIBIT A** attached hereto and incorporated herein by reference, together with all goodwill associated therewith (the "*Marks*");

WHEREAS, it is the purpose of this Assignment to memorialize the sale, assignment, and transfer of the Marks from Assignor to Assignee in a form suitable for recording in the United States Patent and Trademark Office;

NOW, THEREFORE, in consideration of the mutual promises herein contained and for good and other valuable consideration, the receipt of which is hereby acknowledged:

1. ASSIGNMENT.

Assignor does hereby sell, assign, transfer, convey, and deliver to Assignee, all of Assignor's rights, title, and interest in, to, and under, the Marks, together with the goodwill associated therewith, and in and to all income, royalties, damages, claims, and payments now or hereafter due or payable with respect thereto, and in and to all causes of action, either in law or in equity, for past, present, or future infringement of said Marks, and in and to all rights corresponding to the foregoing throughout the world.

2. FURTHER ASSURANCES.

Assignor agrees to execute all papers and to perform such other acts as said Assignee may deem reasonably necessary to secure to and record in Assignee, or to its designee, the rights herein assigned.

3. COUNTERPARTS.

This Assignment may be executed by facsimile signature in multiple counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the Parties hereto have caused this Assignment to be duly executed as of the Effective Date.

ASSIGNOR:

LENNAR PACIFIC PROPERTIES
MANAGEMENT, INC.


By: [Signature]
Name: Janice Anshaw
Title: VP West Region Sales/Mkt

ASSIGNEE:

PACIFIC COAST REAL ESTATE GROUP,
INC.

By: [Signature]
Name: Skip Reed
Title: President

EXHIBIT A

TRADEMARK	SERIAL NO.	FILING DATE	REGISTRATION NO.	REGISTRATION DATE
	76/623,650	12/08/2004	3,125,416	08/08/2006