

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
Rosemary Beach Land Company		08/19/2010	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Rosemary Beach Cottage Rental Company		
Street Address:	P.O. Box 611040		
City:	Rosemary Beach		
State/Country:	FLORIDA		
Postal Code:	32461		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2210420	ROSEMARY BEACH	
Registration Number:	2173182	ROSEMARY BEACH	
Registration Number:	2582789	ROSEMARY BEACH	
Registration Number:	2579285	ROSEMARY BEACH	
CORRESPONDENCE DATA			
Fax Number:	(312)251-2897		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312.368.4000		
Email:	ch.tm@dlapiper.com		
Correspondent Name:	Mark I. Feldman		
Address Line 1:	P.O. Box 64807		
Address Line 2:	DLA Piper LLP (US)		
Address Line 4:	Chicago, ILLINOIS 60664-0807		
ATTORNEY DOCKET NUMBER:	240475-129		
NAME OF SUBMITTER:	Mark I. Feldman		

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TRADEMARK
REEL: 004264 FRAME: 0194

Signature:	/mark i feldman/
Date:	08/19/2010
Total Attachments: 2 source=Trademark Assignment#page 1.tif source=Trademark Assignment#page2.tif	

ASSIGNMENT OF U.S. TRADEMARK

WHEREAS, Rosemary Beach Land Company, a Florida corporation, having an address of P.O. Box 611070, Rosemary Beach, Florida 32461 ("Assignor"), is the sole and exclusive owner of trademark registrations listed in the attached Trademark Schedule (the "Marks"); and

WHEREAS, Rosemary Beach Cottage Rental Company, a Florida corporation, having an address of P.O. Box 611040, Rosemary Beach, Florida 32461 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the Mark and the registration therefor.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee all its right, title and interest in, to and under said Marks and registration therefor, together with the goodwill of the business symbolized by the Marks, and with the entire business of the Assignor to which the Marks pertains; together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past violation, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made. This Assignment shall be deemed effective as of 08/19, 2010.

AND, said Assignor hereby covenants that it has full right to convey the entire interest herein assigned.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized.

ROSEMARY BEACH LAND COMPANY

By: _____

Name: John Eyring

Title: VP

Date: 08/19/2010

TRADEMARK SCHEDULE

MARK	Filing Date	Serial No.	Registration Date	Registration No.
ROSEMARY BEACH	June 16, 1997	75/309149	December 15, 1998	2,210,420
ROSEMARY BEACH	September 23, 1997	75/361354	July 14, 1998	2,173,182
ROSEMARY BEACH	May 12, 1999	75/703456	June 18, 2002	2,582,789
ROSEMARY BEACH	May 12, 1999	75/707986	June 11, 2002	2,579,285

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