

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
Monarch Communities, LLC		09/22/2010	LIMITED LIABILITY COMPANY: ARIZONA
RECEIVING PARTY DATA			
Name:	The Rocks Club Owners Association		
Street Address:	27440 North Alma School Prakway		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85262		
Entity Type:	CORPORATION: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2888920		
CORRESPONDENCE DATA			
Fax Number:	(602)530-8500		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	kka@gknet.com		
Correspondent Name:	Robert J. Itri		
Address Line 1:	2575 East Camelback Road		
Address Line 4:	Phoenix, ARIZONA 85016		
ATTORNEY DOCKET NUMBER:	12473-0006		
NAME OF SUBMITTER:	Robert J. Itri		
Signature:	/Robert J. Itri/		
Date:	09/28/2010		

CH \$40.00 2888920


Total Attachments: 2

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK ASSIGNMENT**

WHEREAS, MONARCH COMMUNITIES, LLC, an Arizona limited liability company, with its principal place of business located at 10585 E. Crescent Moon Drive, #23, Scottsdale, AZ 85262 ("Assignor"), has adopted, owns and is using the following trademark ("Mark") in connection with the following goods and/or services and has acquired a federal registration of the Mark on the Principal Register of the United States Patent and Trademark Office:

<u>Registration No.</u>	<u>Mark:</u>	<u>Goods/Services:</u>
2,888,920	THE ROCKS Design 	Residential real estate brokerage and management services, in International Class 036; and Residential real estate development, in International Class 037.

WHEREAS, THE ROCKS CLUB OWNERS ASSOCIATION, an Arizona nonprofit corporation, with its principal place of business located at 27440 North Alma School Parkway, Scottsdale, Arizona 85262 ("Assignee"), desires to acquire the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark.

DATED this 22 day of September, 2010.

ASSIGNOR:

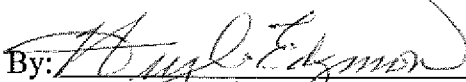
MONARCH COMMUNITIES, LLC, an Arizona limited liability company

By: J & P Burger, L.L.C., an Arizona limited liability company
Its: Member

By: _____
Peter S. Burger
Its: Member


ASSIGNEE:

THE ROCKS CLUB OWNERS ASSOCIATION, an Arizona nonprofit corporation

By: 
Its: Member

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK ASSIGNMENT**

WHEREAS, MONARCH COMMUNITIES, LLC, an Arizona limited liability company, with its principal place of business located at 10585 E. Crescent Moon Drive, #23, Scottsdale, AZ 85262, ("Assignor"), has adopted, owns and is using the following trademark ("Mark") in connection with the following goods and/or services and has acquired a federal registration of the Mark on the Principal Register of the United States Patent and Trademark Office:

<u>Registration No.</u>	<u>Mark:</u>	<u>Goods/Services:</u>
2,888,920	THE ROCKS Design 	Residential real estate brokerage and management services, in International Class 036; and Residential real estate development, in International Class 037.

WHEREAS, THE ROCKS CLUB OWNERS ASSOCIATION, an Arizona nonprofit corporation, with its principal place of business located at 27440 North Alma School Parkway, Mesa, Arizona 85262 ("Assignee"), desires to acquire the Mark.

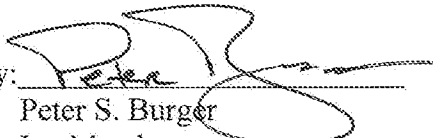
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark.

DATED this 17 day of September, 2010.

ASSIGNOR:

MONARCH COMMUNITIES, LLC, an Arizona limited liability company

By: J & P Burger, L.L.C., an Arizona limited liability company
Its: Member

By: 
Peter S. Burger
Its: Member

ASSIGNEE:

THE ROCKS CLUB OWNERS ASSOCIATION, an Arizona nonprofit corporation

By: _____
