

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pebble Beach Company		11/01/2010	General Partnership: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Pacific Life Insurance Company		
Street Address:	700 Newport Center Dr.		
Internal Address:	V.P, Portfolio Operations and Management		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	CORPORATION: NEBRASKA		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	3233988	1919 COLLECTION	
Registration Number:	3541452	1919	
Registration Number:	3461682	1919	
Registration Number:	3522197	1919	
Registration Number:	3541555	1919	
Registration Number:	3530929	LONE CYPRESS	
Registration Number:	3538302	PEBBLE BEACH	
Registration Number:	3604966	PEBBLE BEACH	
Registration Number:	3680524	PEBBLE BEACH	
Registration Number:	3466613	PEBBLE BEACH	
Registration Number:	3518001	PEBBLE BEACH	
Registration Number:	3756728	PEBBLE BEACH TOUR D'ELEGANCE	
Registration Number:	2844431	SPYGLASS	

OP \$390.00 3233988

Registration Number:	2904313	STILLWATER COVE
Registration Number:	2962798	STILLWATER COVE

CORRESPONDENCE DATA

Fax Number: (800)494-7512
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202-370-4761
Email: ecallahan@nationalcorp.com
Correspondent Name: Elspeth Callahan
Address Line 1: 1100 G St NW Suite 420
Address Line 2: National Corporate Research
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	M048176
NAME OF SUBMITTER:	David Heuck
Signature:	/David Heuck/
Date:	12/22/2010

Total Attachments: 17
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**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger
 - Change of Name
 - Other
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached
Execution Date
Month Day Year

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

- Individual General Partnership Limited Partnership
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

Number of Properties Enter the total number of properties involved. #

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

DAVID HEWCK
Name of Person Signing

[Signature]
Signature

11/12/10
Date Signed

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AK/A

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Individual General Partnership Limited Partnership

Corporation Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached (Designation must be a separate document from the Assignment)

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

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NOTICE
GRANT OF SECURITY INTEREST
TRADEMARKS

United States Patent and Trademark Office

Gentlemen and Ladies:

Please be advised that pursuant to the Security Agreement dated as of November 1, 2000 (the "Security Agreement") by and between the Pebble Beach Company (the "Obligor") and Pacific Life Insurance Company, a Nebraska corporation as Administrative Agent ("Administrative Agent") for the Lenders referenced therein (the "Lenders"), as amended by that certain Second Amended and Restated Credit Agreement and Amendment to Certain Credit Documents, dated as of October 1, 2010, by and among Administrative Agent, the Lenders and Obligor, Obligor has granted, and in this Notice hereby confirms such grant and hereby grants, a continuing security interest in and continuing lien upon, the trademarks and trademark applications shown below to Administrative Agent for the ratable benefit of the Lenders:

TRADEMARKS

<u>Trademark No.</u>	<u>Description of Trademark Item</u>	<u>Date of Trademark</u>
See Schedule A Attached	See Schedule A Attached	See Schedule A Attached

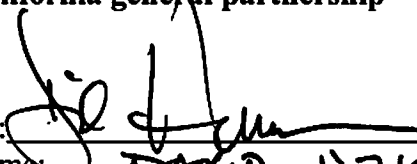
TRADEMARK APPLICATIONS

<u>Trademark Application No.</u>	<u>Description of Trademark Applied For</u>	<u>Date of Trademark Application</u>
See Schedule A Attached	See Schedule A Attached	See Schedule A Attached

Obligor and Administrative Agent, on behalf of the Lenders, hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

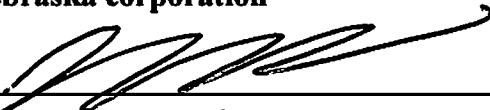
Very truly yours,

**PEBBLE BEACH COMPANY, a
California general partnership**

By: 
Name: DAVID D. HEUCK
Title: EVP / CFO

ACKNOWLEDGED AND ACCEPTED:

**PACIFIC LIFE INSURANCE COMPANY,
a Nebraska corporation**

By: 
Name: Jennifer L. Portnoff
Title: Vice President

By: 
Name: JOHN WALDECK
Title: Assistant Secretary

SCHEDULE A

Trademark List By Country

(Country: United States of America)

Trademark	Family Number/Subcase Application Number/Date	Publication Number/Date	Registration Number/Date	Status	Next Renewal
<u>1919 COLLECTION</u>	070166-0257 / 07/620847 16-Nov-2004	76/620847 05-Oct-2005	3233988 24-Apr-2007	Registered	24-Apr-2017

Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name:

Client Ref.:
 Agent Reference:

Class/Type: 25 Int.

<u>1919 HERITAGE LOGO DESIGN</u>	070166-0237 / 77/326263 09-Nov-2007	77/326263 22-Apr-2008	3541452 02-Dec-2008	Registered	02-Dec-2018
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Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name:

Client Ref.:
 Agent Reference:

Class/Type: 35 Int.

<u>1919 HERITAGE LOGO DESIGN</u>	070166-0238 / 77/326258 09-Nov-2007	77/326258 22-Apr-2008	3461682 08-Jul-2008	Registered	08-Jul-2018
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Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name:

Client Ref.:
 Agent Reference:

Class/Type: 36 Int.

SCHEDULE A

Trademark List By Country

Country: United States of America

Trademark	Family Number/Subcase	Application Number/Date	Publication Number/Date	Registration Number/Date	Status
<u>1919 HERITAGE LOGO DESIGN</u>	070166-0239 /	77/326252 / 09-Nov-2007	77/326252 / 22-Apr-2008	3522197 / 21-Oct-2008	Registered / Next Renewal 21-Oct-2018

Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name:

Client Ref.:

Agent
 Reference:

Class/Type: 41 Int.

<u>HERITAGE LOGO DESIGN</u>	070166-0242 /	77/369756 / 11-Jan-2008	77/369756 / 22-Apr-2008	3541555 / 02-Dec-2008	Registered / 02-Dec-2018
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Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name:

Client Ref.:

Agent
 Reference:

Class/Type: 12 Int.

SCHEDULE A

Trademark List By Country

Country: United States of America

Trademark	Family Number/Subcase	Application Number/Date	Publication Number/Date	Registration Number/Date	Status
<u>LONE CYPRESS</u>	070166-0311 /	77/459237 / 28-Apr-2008	77/459237 / 26-Aug-2008	3530929 / 11-Nov-2008	Registered / 11-Nov-2018

Attorney(s): RYK / SEC / KLS

Client Name: PEBBLE BEACH COMPANY

Owner Name: PEBBLE BEACH COMPANY

Agent Name:

Client Ref.:

Agent

Reference:

Class/Type: 25 Int.

<u>PEBBLE BEACH I</u>	070166-0233 /	77/326294 / 09-Nov-2007	77/326294 / 29-Apr-2008	3538302 / 25-Nov-2008	Registered / 25-Nov-2018
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Attorney(s): RYK / SEC / KLS

Client Name: PEBBLE BEACH COMPANY

Owner Name: PEBBLE BEACH COMPANY

Agent Name:

Client Ref.:

Agent

Reference:

Class/Type: 35 Int.

<u>PEBBLE BEACH II</u>	070166-0234 /	77/326287 / 09-Nov-2007	77/326287 / 27-Jan-2009	3604966 / 14-Apr-2009	Registered / 14-Apr-2019
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Attorney(s): RYK / SEC / KLS

Client Name: PEBBLE BEACH COMPANY

Owner Name: PEBBLE BEACH COMPANY

Agent Name:

Client Ref.:

Agent

Reference:

Class/Type: 36 Int.

SCHEDULE A

Trademark List By Country

Country: United States of America

Family Number/Subcase Application Number/Date	Publication Number/Date	Registration Number/Date	Status
070166-0235 / 77/326279 09-Nov-2007	77/326279 03-Mar-2009	3680524 08-Sep-2009	Registered 08-Sep-2019

Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name:

Client Ref.:
 Agent Reference:

Class/Type: 41 Int.

PEBBLE BEACH

PEBBLE BEACH

PEBBLE BEACH

Registered 15-Jul-2018

Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name:

Client Ref.:
 Agent Reference:

Class/Type: 44 Int.

PEBBLE BEACH

Registered 14-Oct-2018

Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name:

Client Ref.:
 Agent Reference:

Class/Type: 12 Int.

SCHEDULE A

Trademark List By Country

Country: United States of America

Trademark	Family Number/Subcase	Application Number/Date	Publication Number/Date	Registration Number/Date	Status
PEBBLE BEACH TOUR D'ELEGANCE	070166-0308 /	77/659084 29-Jan-2009	77/659084 22-Dec-2009	3756728 09-Mar-2010	Next Renewal Registered 09-Mar-2020

Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name:

Client Ref:
 Agent
 Reference:

Class/Type: 41 Int.

SPYGLASS	070166-0296 /	76/500911 26-Mar-2003	76/500911 02-Mar-2004	2844431 25-May-2004	Registered 25-May-2014
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Attorney(s): RYK / RYK / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name:

Client Ref:
 Agent
 Reference:

Class/Type: 25 Int.

STILLWATER COVE	070166-0302 /	76/521869 16-May-2003	76/521869 31-Aug-2004	2904313 23-Nov-2004	Cancelled 23-Nov-2014
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Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name:

Client Ref:
 Agent
 Reference:

Class/Type: 41 Int.

SCHEDULE A

Trademark List By Country

Country: United States of America

Trademark	Family Number/Subcase Application Number/Date	Publication Number/Date	Registration Number/Date	Status Next Renewal
<u>STILLWATER COVE</u>	070166-0303 / 76/521868 16-May-2003	76/521868 29-Mar-2005	2962798 21-Jun-2005	Registered 21-Jun-2015

Attorney(s): RYK / SEC / KLS

Client Name: PEBBLE BEACH COMPANY

Owner Name: PEBBLE BEACH COMPANY

Agent Name:

Client Ref:

Agent

Reference:

Class/Type: 39 Int.

SCHEDULE A

Trademark List By Country
Country: Canada

Trademark	Family Number/Subcase Application Number/Date	Publication Number/Date	Registration Number/Date	Status Next Renewal
<u>HERITAGE LOGO DESIGN</u>	070166-0245 / 1395090 09-May-2008	1395090 08-Apr-2009	751588 29-Oct-2009	Registered 29-Oct-2024
	Attorney(s): RYK / SEC / KLS			
	Client Name: PEBBLE BEACH COMPANY			
	Owner Name: PEBBLE BEACH COMPANY			
	Agent Name: SHAPIRO COHEN			
		Client Ref.: Agent I1294T0024CA		
		Reference:		
<u>PEBBLE BEACH</u>	070166-0244 / 1395236 12-May-2008	1395236 27-May-2009	751056 29-Oct-2009	Registered 29-Oct-2024
	Attorney(s): RYK / SEC / KLS			
	Client Name: PEBBLE BEACH COMPANY			
	Owner Name: PEBBLE BEACH COMPANY			
	Agent Name: SHAPIRO COHEN			
		Client Ref.: Agent I1294T0023CA		
		Reference:		
<u>PEBBLE BEACH</u>	070166-0319 / 1404037 18-Jul-2008	1404037 20-May-2009	750545 20-Oct-2009	Registered 20-Oct-2024
	Attorney(s): RYK / SEC / KLS			
	Client Name: PEBBLE BEACH COMPANY			
	Owner Name: PEBBLE BEACH COMPANY			
	Agent Name: SHAPIRO COHEN			
		Client Ref.: Agent I1294T0026CA		
		Reference:		
	Class/Type: 01 Int.			

SCHEDULE A

Trademark List By Country
Country: China

Trademark	Family Number/Subcase Application Number/Date	Publication Number/Date	Registration Number/Date	Status Next Renewal
<u>PEBBLE BEACH</u>	070166-0056 / 2001176707 20-Sep-2001		2014762 14-Mar-2005	Registered 13-Mar-2015

Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name: DEACONS GRAHAM & JAMES

Class/Type: 31 Int.

Client Ref: Agent9263
 Reference:

Country: European Community

Trademark	Family Number/Subcase Application Number/Date	Publication Number/Date	Registration Number/Date	Status Next Renewal
<u>PEBBLE BEACH COMPANY</u>	070166-00000 / 2255610 12-Jun-2001		2255610 14-Nov-2005	Registered 12-Jun-2011

Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name: GRANT, SPENCER, CAISLEY & PORTEOUS

Class/Type: 33 Int.

Client Ref: Agent
 Reference:

SCHEDULE A

Trademark List By Country
(Country: Hong Kong)

Trademark	Family Number/Subcase	Application Number/Date	Publication Number/Date	Registration Number/Date	Status Next Renewal
<u>PEBBLE BEACH</u>	070166-0073 /	200112775 06-Aug-2001		200600204 23-Aug-2006	Registered 17-Feb-2018
	Attorney(s): RYK / SEC / KLS Client Name: PEBBLE BEACH COMPANY Owner Name: PEBBLE BEACH COMPANY Agent Name: DEACONS Client Ref.: 38893 Agent 96142241 Reference:				
	Class/Type: 33 Int.				
<u>PEBBLE BEACH</u>	070166-0248 /	200120763 24-Dec-2001		200800017 20-Mar-2008	Cancelled 24-Dec-2008
	Attorney(s): RYK / SEC / KLS Client Name: PEBBLE BEACH COMPANY Owner Name: PEBBLE BEACH COMPANY Agent Name: DEACONS Client Ref.: Agent Reference:				
	Class/Type: 33 Int.				

SCHEDULE A

Trademark List By Country

Country: India

Trademark	Family Number/Subcase	Application Number/Date	Publication Number/Date	Registration Number/Date	Status	Next Renewal
<u>PEBBLE BEACH</u>	070166-0247 /	615867 05-Jan-1994		615867 21-Nov-2007	Registered	05-Jan-2014

Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name: DEPENNING & DEPENNING

Class/Type: 25 Int.

Client Ref.:
 Agent/AM/RN
 Reference:

Country: Japan

Trademark	Family Number/Subcase	Application Number/Date	Publication Number/Date	Registration Number/Date	Status	Next Renewal
<u>HERITAGE LOGO</u>	070166-0227 /	55868/2007 04-Jun-2007	55868/2007 31-Mar-2009	5208614 27-Feb-2009	Registered	27-Feb-2019

Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name: YUASA AND HARA

Class/Type: 16 Int.; 25 Int.; 28 Int.; 33 Int.; 41 Int.; 43 Int.

Client Ref.:
 Agent/AM/RN
 Reference:

Trademark List By Country

Country: Korea, Republic of

Trademark	Family Number/Subcase/Application Number/Date	Publication Number/Date	Registration Number/Date	Status	Next Renewal
<u>HERITAGE LOGO</u>	070166-0226 / 41-2007-0004119 09-Feb-2007 41-2007-0004119 03-Jan-2008	41-2007-0004119 03-Jan-2008	41-0164521 04-Apr-2008	Registered	04-Apr-2018
	Attorney(s): RYK / SEC / KLS Client Name: PEBBLE BEACH COMPANY Owner Name: PEBBLE BEACH COMPANY Agent Name: MUHANN PATENT & LAW FIRM Class/Type: 41 Int.; 42 Int.; 43 Int.				
				Client Ref.:	
				Agent Reference: ATM-07-0264/KWK	
<u>PEBBLE BEACH</u>	070166-0225 / 41-2007-0004118 09-Feb-2007	41-2007-0004118 04-Jan-2008	41-0164520 04-Apr-2008	Registered	04-Apr-2018
	Attorney(s): RYK / SEC / KLS Client Name: PEBBLE BEACH COMPANY Owner Name: PEBBLE BEACH COMPANY Agent Name: MUHANN PATENT & LAW FIRM Class/Type: 41 Int.; 42 Int.; 43 Int.				
				Client Ref.:	
				Agent Reference: ATM-07-0262/KWK	

SCHEDULE A

Trademark List By Country
Country: New Zealand

Trademark	Family Number/Subcase Application Number/Date	Publication Number/Date	Registration Number/Date	Status	Next Renewal
<u>PEBBLE BEACH</u>	070166-0228 / 12-Jul-2001	31-Aug-2001	641532 10-Nov-2005	Registered	17-Feb-2018

Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name: A J PARK - Auckland
 Client Ref.:
 Agent: 529901/455428 PML
 Reference:

Class/Type: 33 Int.

Country: United Kingdom

Trademark	Family Number/Subcase Application Number/Date	Publication Number/Date	Registration Number/Date	Status	Next Renewal
<u>THE PEBBLE BEACH DESIGN COMPANY</u>	070166-0212 / 14-Sep-2004	2372752	2372752 30-Dec-2005	Registered	14-Sep-2014

Attorney(s): RYK / SEC / KLS
 Client Name: PEBBLE BEACH COMPANY
 Owner Name: PEBBLE BEACH COMPANY
 Agent Name: GRANT, SPENCER, CAISLEY & PORTEOUS
 Class/Type: 14 Int.; 35 Int.; 42 Int.
 Client Ref.:
 Agent Reference: