

3/22/11



Form PTO-1504 (Rev 07/09) OMB Collection 0651-0027 (Exp 02/28/2011)

03/22/2011

U S DEPARTMENT OF COMMERCE United States Patent and Trademark Office

RI [Barcode] 103620440

To the Director of the U S Patent and Trademark Office, [Address] or the new address(es) below

1. Name of conveying party(ies):

Ginn-LA Hammock Beach Ltd , LLLP

- Individual(s), Association, General Partnership, Limited Partnership, Corporation- State, Other

Citizenship (see guidelines) Georgia

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name LRA Hammock Beach, LLC

Internal

Address 1 Hammock Beach Pkwy

Street Address 1 Hammock Beach Pkwy

City Palm Coast

State FL

Country USA Zip 32137

- Association, General Partnership, Limited Partnership, Corporation, Other Ltd Liability Co.

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) November 15, 2010

- Assignment, Merger, Security Agreement, Change of Name, Other

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A Trademark Application No (s)

B. Trademark Registration No (s) 3,355,060; registered on 5/6/2008

Additional sheet(s) attached? Yes No

C Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown)

Trademark Description: The Conservatory

5. Name & address of party to whom correspondence concerning document should be mailed:

Name Maxine McChesney, Esquire c/o Legal Department

Internal Address 1 Hammock Beach Pkwy

Palm Coast, FL 32137

Street Address 1 Hammock Beach Pkwy

City Palm Coast

State FL Zip 32137

Phone Number 386-246-5840

Fax Number 386-246-5256

Email Address mmcchesney@ginncompany.com

6. Total number of applications and registrations involved:

one

7. Total fee (37 CFR 2 6(b)(6) & 3 41) \$40.00

- Authorized to be charged to deposit account, Enclosed

8. Payment Information:

Deposit Account Number 00000032 3355060

Authorized User Name

9. Signature:

Handwritten signature of Maxine McChesney

Signature

3/17/11 Date

Maxine McChesney

Name of Person Signing

Total number of pages including cover sheet, attachments, and document

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

# GINN DEVELOPMENT COMPANY, LLC

LEGAL DEPARTMENT

March 17, 2011

VIA U.S. MAIL

Mail Stop Assignment recordation Services  
Director of the USPTO  
PO Box 1450  
Alexandria, VA 22313-1450

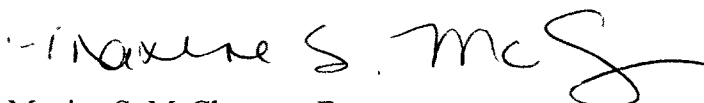
**Re: The Conservatory Trademark and Cobblestone Park Trademark  
Change of Name**

To Whom It May Concern:

Enclosed please find Form PTO-1594, Recordation Form Cover Sheet Trademarks Only, to enact a change of name for The Conservatory trademark (registration number 3355060) and the Cobblestone Park trademark (registration number 3181768). Additionally, please find two (2) checks for Forty Dollars (\$40.00) each to cover the cost of recordation for each mark.

Should you have any questions regarding this application, my contact information is listed below. Thank you in advance for your courtesies and cooperation.

Sincerely,



Maxine S. McChesney, Esq.  
Ginn Development Co., LLC  
(386) 246-5840  
mmcchesney@ginncompany.com

Enc.