

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 |
| PRC Properties, LLC | | 11/07/2011 | LIMITED LIABILITY COMPANY: ARIZONA |
| RECEIVING PARTY DATA | | | |
| Name: | The Rocks Club Owners Association | | |
| Street Address: | 27440 North Alma School Parkway | | |
| City: | Scottsdale | | |
| State/Country: | ARIZONA | | |
| Postal Code: | 85262 | | |
| Entity Type: | CORPORATION: ARIZONA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3039076 | THE ROCKS AT PINNACLE PEAK | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (602)530-8500 | | |
| Email: | kka@gknet.com | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Correspondent Name: | Robert J. Itri | | |
| Address Line 1: | 2575 East Camelback Road | | |
| Address Line 4: | Phoenix, ARIZONA 85016 | | |
| ATTORNEY DOCKET NUMBER: | 23046-0002 | | |
| NAME OF SUBMITTER: | Robert J. Itri | | |
| Signature: | /Robert J. Itri/ | | |
| Date: | 12/15/2011 | | |
| Total Attachments: 1 source=fully exec assignment#page1.tif | | | |

CH \$40.00 3039076

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

WHEREAS, PRC PROPERTIES, LLC, an Arizona limited liability company, with its principal place of business located at 26546 North Alma School Parkway, Suite 230, Scottsdale, AZ 85255 ("Assignor"), has adopted, owns and is using the following trademark ("Mark") in connection with the following 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> |
|-------------------------|-------------------------------|--|
| 3,039,076 | THE ROCKS AT PINNACLE PEAK | Real estate management; real estate brokerage services, in International Class 36; real estate development, in International Class 37 |

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 7th day of November, 2011.

ASSIGNOR:

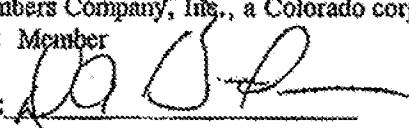
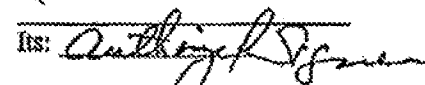
PRC PROPERTIES, LLC, an Arizona limited liability company

By: SV-Rocks, LLC, a Colorado limited liability company
Its: Manager

By: SV-Rocks Management, LLC, a Colorado limited liability company
Its: Manager

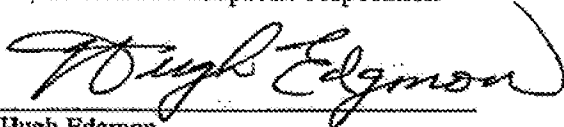
By: Timbers-Rocks Management Company, LLC, a Colorado limited liability company
Its: Manager

By: Timbers Company, Inc., a Colorado corporation
Its: Member

By: 
Its: 

ASSIGNEE:

THE ROCKS CLUB OWNERS ASSOCIATION, an Arizona nonprofit corporation

By: 
Hugh Edgmon
Its: Member