

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
Home Dynamix, LLC		01/31/2012	LIMITED LIABILITY COMPANY: NEW JERSEY

RECEIVING PARTY DATA

Name:	Pebble Beach Company
Composed Of:	COMPOSED OF Cypress I LLC and Cypress II LLC, both Delaware Limited Liability Companies
Street Address:	2700 17-Mile Drive
City:	Pebble Beach
State/Country:	CALIFORNIA
Postal Code:	93953
Entity Type:	PARTNERSHIP: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	85442216	PEBBLE BEACH

CORRESPONDENCE DATA

Fax Number: (202)756-8087
 Phone: (202) 756-8000
 Email: rkim@mwe.com, emalis@mwe.com, washington_ip_docket@mwe.com, ksandacz@mwe.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Richard Y. Kim
 Address Line 1: 600 13th Street, N.W.
 Address Line 2: McDermott Will & Emery LLP
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	070166-0334
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NAME OF SUBMITTER:	Richard Y. Kim
Signature:	/ryk/
Date:	02/17/2012
Total Attachments: 1 source=PEBBLE BEACH (Serial No. 85442216) - Assignment#page1.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("*Assignment*"), dated ~~December 31~~ ^{January 31} 2012, is entered into by and between Pebble Beach Company located in California ("*Assignor*") and Home Dynamix, LLC, located in New Jersey ("*Assignee*"), each individually referred to as a "*Party*" and collectively referred to as the "*Parties*".

DBS
PBC
HD

RECITALS

WHEREAS, Assignor owns U.S. Application Serial No. 85/442,216 for the mark PEBBLE BEACH for "carpets, rugs, mats and matting, linoleum for covering existing floors" (the "*Assigned Mark*").

WHEREAS, Assignee is desirous of acquiring the full right, title and interest in, to and under the Assigned Mark and the goodwill accrued in connection and associated therewith.

NOW, THEREFORE, in consideration of the foregoing and the mutual promises, covenants and conditions contained herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereto, intending to be legally bound, hereby agree as follows:

Section 1. Assignment. Assignor assigns to Assignee its full right, title and interest, including common law rights in the Assigned Mark, together with the goodwill of the business symbolized by said Assigned Mark, and any applications and registrations thereof, and the exclusive right to enforce the Assigned Mark in the United States in the sole name of Assignee, its successors and assigns.

Section 2. Counterparts. This Assignment may be executed in counterparts, each of which shall be deemed to be an original, but all of which together shall constitute a single agreement.

IN WITNESS WHEREOF, the Parties hereto, intending to be legally bound thereby, have executed this Assignment as of the date first written above.

PEBBLE BEACH COMPANY

By:

David Stivers
Name: David Stivers
Title: EVP

HOME DYNAMIX LLC

By:

Name:
Title:

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