

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																								
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CORRESPONDENCE DATA																								
Fax Number:																								
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>																								
Phone:	818-222-5439																							
Email:	howsom@charter.net																							
Correspondent Name:	Howard N. Sommers																							
Address Line 1:	22613 Jameson Drive																							

OP \$165.00 1743296

Address Line 4: Calabasas, CALIFORNIA 91302

ATTORNEY DOCKET NUMBER:

SBPOLO-90196

NAME OF SUBMITTER:

Howard N. Sommers

Signature:

/howard n. sommers/

Date:

02/06/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, SANTA BARBARA POLO & RACQUET CLUB, a California Corporation, having its principal place of business at 3375 Foothill Avenue, No. 1200, Carpinteria, California, 93013 ["ASSIGNOR"] is the owner of U.S. Trademarks, Trademark Registrations and Applications, Exhibit A attached; and

WHEREAS, SANTA BARBARA POLO CLUB, a California Corporation, having its principal place of business at 301 North Lake Avenue, No. 900, Pasadena, California, 91101 [ASSIGNEE] is desirous of acquiring the trademarks, registrations, and applications, Exhibit A attached;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE, all right, title and interest in and to the trademarks, registrations, and applications thereof, and any and all renewals and extensions thereof that may be secured under all laws now or hereafter in force, and all trademark and service mark interests of every kind and nature, together with the goodwill of the business associated therewith, in Exhibits A and B, and any and all causes of action heretofore accrued in ASSIGNOR'S favor for infringement thereof, effective as of the date of the execution of this Trademark Assignment.

Executed this 12 day of February, 2013, at Carpinteria, California.

SANTA BARBARA POLO & RACQUET CLUB

By: Ariana Nobel

Name: Ariana Nobel

Position: General Manager

U.S. TRADEMARK REGISTRATIONS AND APPLICATIONS

<u>MARK</u>	<u>REG./APP. NO.</u>	<u>ISSUE DATE</u>
SANTA BARBARA POLO & RACQUET CLUB AND DESIGN	1,743,296	December 29, 1992
SANTA BARBARA POLO & RACQUET CLUB AND DESIGN	2,018,249	November 19, 1996
SANTA BARBARA POLO & RACQUET CLUB AND DESIGN	2,219,103	January 19, 1999
SANTA BARBARA POLO & RACQUET CLUB AND DESIGN	2,612,803	August 27, 2002
SANTA BARBARA POLO AND RACQUET CLUB SINCE 1911 AND DESIGN	85/579,280	March 25, 2012
SANTA BARBARA POLO & RACQUET CLUB	85/579,296	March 25, 2012

EXHIBIT A