

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
PM Lifestyle Shopping Centers, LLC		11/06/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Saucon Valley Lifestyle Center, L.P.		
Street Address:	7 Giralda Farms		
Internal Address:	c/o Prudential Real Estate Investors		
City:	Madison		
State/Country:	NEW JERSEY		
Postal Code:	07940		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3333011	THE PROMENADE SHOPS AT SAUCON VALLEY	
CORRESPONDENCE DATA			
Fax Number:	6157420410		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	615-742-7944		
Email:	trademarks@bassberry.com		
Correspondent Name:	Robert L. Brewer and Martha B. Allard		
Address Line 1:	150 3rd Avenue South		
Address Line 2:	Suite 2800		
Address Line 4:	Nashville, TENNESSEE 37201		
ATTORNEY DOCKET NUMBER:	107812-800		
NAME OF SUBMITTER:	Martha B. Allard		

CH \$40.00 3333011

Signature:	/Martha B. Allard/
Date:	11/06/2013
Total Attachments: 1 source=Trademark Assignment - The Promenade Shops at Saucon Valley#page1.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), effective this 6th day of November, 2013 ("Effective Date"), is by and between PM Lifestyle Shopping Centers, LLC, a Delaware corporation, located and doing business at 2650 Thousand Oaks Blvd., 3150, Memphis, TN 38118 ("Assignor"), and Saucon Valley Lifestyle Center, L.P., a Delaware limited partnership ("Assignee"). Assignor and Assignee are referred to herein individually as "Party" and collectively as "Parties."

WHEREAS, Assignor owns all right, title and interest in and to the mark THE PROMENADE SHOPS AT SAUCON VALLEY and Design, the application for which was filed on May 24, 2005, and which matured into a registration on November 6, 2007 (Reg. No. 3,333,011 (the "Trademark")),

WHEREAS, the Parties desire to enter into this Assignment to transfer the Trademark and any and all goodwill related to or symbolized by such Trademark from Assignor to Assignee,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns and legal representatives, the entire, full and exclusive right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the application therefor, and the right (but not the obligation) to assert the Trademark, and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

IN WITNESS WHEREOF, the Parties have caused the execution of this Assignment by their duly authorized representative as shown below.

PM Lifestyle Shopping Centers, LLC

Saucon Valley Lifestyle Center, L.P.

By: 

By: 

Name: Joshua D. Poag

Name: Joshua D. Poag

Title: President & Chief Executive Officer

Title: President & Chief Executive Officer

Date: 11/6/13

Date: 11/6/13

12489451.1