

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM303179

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FIRST AMERICAN PROFESSIONAL REAL ESTATE SERVICES, INC.		04/30/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	First American Financial Corporation		
Street Address:	1 First American Way		
City:	Santa Ana		
State/Country:	CALIFORNIA		
Postal Code:	92707		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3453041	DESIGNED WITH YOU IN MIND	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3105513450		
Email:	efiling@knobbe.com		
Correspondent Name:	Jonathan A. Hyman		
Address Line 1:	2040 MAIN ST., FL 14		
Address Line 2:	KNOBBE MARTENS OLSON & BEAR LLP		
Address Line 4:	IRVINE, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	FAF1.015T		
NAME OF SUBMITTER:	Jonathan A. Hyman		
SIGNATURE:	/jhh/		
DATE SIGNED:	04/30/2014		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (hereinafter referred to as "Assignment") is effective as of the 30th day of April, 2014, by and between First American Professional Real Estate Services, Inc., a California corporation (hereinafter collectively referred to as "ASSIGNOR"), and First American Financial Corporation, a Delaware corporation, having a place of business at 1 First American Way, Santa Ana, California 92707 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has or had adopted, used, is using, and is or was, to the best of its knowledge and belief, the owner of the trademark listed in Exhibit 1, attached hereto and incorporated by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter referred to as the "Trademark");

WHEREAS, ASSIGNOR has and had acquired goodwill associated with and symbolized by said Trademark and has not abandoned the same;


WHEREAS, ASSIGNOR is the owner of the trademark registration listed in Exhibit 1, attached hereto and incorporated by this reference (hereinafter referred to as the "Registration");

WHEREAS, ASSIGNEE desires to acquire all worldwide rights, title, and interest in and to the Trademark, Registration, and any other registered or unregistered trademarks owned or used by ASSIGNOR or any of its licensees which include or are comprised of the Trademark; and

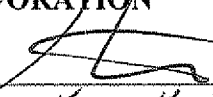
WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all worldwide rights, title, and interest as ASSIGNOR may possess in and to the Trademark, Registration, and any other registered or unregistered trademarks owned or used by ASSIGNOR or any of its licensees which include or are comprised of the Trademark.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns, sells, transfers and conveys to ASSIGNEE all worldwide rights, title and interest as ASSIGNOR may possess in and to the Trademark, including the Registration; any other registered or unregistered trademarks owned or used by ASSIGNOR or any of its licensees which include or are comprised of the Trademark; and any and all other rights appurtenant thereto, including but not limited to, any and all common law rights, causes of action, the right to recover for past infringement, and all other associated goodwill, which is ongoing and existing, concurrent with the transfer of certain tangible assets as indicia of said goodwill. The assignment includes the portion of ASSIGNOR's business to which such marks pertain.

FOR ASSIGNOR:
FIRST AMERICAN PROFESSIONAL REAL ESTATE SERVICES, INC

By: 
Name: Larry M. Davidson
Title: President
Date: 4-22-14

FOR ASSIGNEE:
FIRST AMERICAN FINANCIAL CORPORATION

By: 
Name: Kenneth DeGiorgio
Title: EVP
Date: 4-30-14

17676119

Exhibit 1

Trademark

DESIGNED WITH YOU IN MIND

Registration

Mark	App. Serial No.	Filing Date	Reg. No.	Reg. Date
DESIGNED WITH YOU IN MIND	77/309,523	October 22, 2007	3,453,041	June 24, 2008

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