

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM354666

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Newhall Holding Company, LLC		09/04/2015	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Newhall Land and Farming Company		
<b>Street Address:</b>	25124 Springfield Court, Suite 300		
<b>City:</b>	Valencia		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91355		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3972193	AWESOMETOWN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4693171100		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Email:</b>	cbrazell@slatesharwell.com		
<b>Correspondent Name:</b>	Colbie Brazell		
<b>Address Line 1:</b>	1700 Pacific Avenue, Suite 3800		
<b>Address Line 2:</b>	Slates Harwell, LLP		
<b>Address Line 4:</b>	Dallas, TEXAS 75201		
<b>ATTORNEY DOCKET NUMBER:</b>	1440-3017		
<b>NAME OF SUBMITTER:</b>	Colbie Brazell		
<b>SIGNATURE:</b>	/Colbie Brazell/		
<b>DATE SIGNED:</b>	09/10/2015		
<b>Total Attachments: 2</b>			
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OP \$40.00 3972193

ASSIGNMENT OF TRADEMARK

WHEREAS, NEWHALL HOLDING COMPANY, LLC ("Assignor"), is the owner of all right, title and interest in and to AWESOMETOWN trademark Registration No. 3,972,193 (the "Mark"); and

WHEREAS, THE NEWHALL LAND AND FARMING COMPANY, a California limited partnership, ("Assignee"), having an address at 25124 Springfield Court, Suite 300, Valencia, California 91355, wishes to acquire any and all rights Assignor has in and to the Mark, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, and any and all common law rights of such Assignor to the Mark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby sell, transfer, assign and deliver unto Assignee, all right, title and interest in and to the Mark, together with the goodwill of the business in connection with which such Mark is used and which is symbolized by such Mark, and any trademark registrations or applications, as well as the right to bring any and all claims for infringement of said Mark which claims arose, or are in any way based on acts that occurred, prior to the date of this assignment and all rights to damages or profits, due or accrued, arising out of infringement of such Mark or injury to said goodwill occurring after the date hereof and the right to sue for and receive the same in the Assignee's own name.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed this day of 4<sup>th</sup> day of SEPTEMBER, 2015.

NEWHALL HOLDING COMPANY, LLC

By: D Kimball

Name: Donald L. Kimball  
Executive Vice President

Title: \_\_\_\_\_

STATE OF CALIFORNIA

COUNTY OF \_\_\_\_\_

The foregoing instrument was acknowledged before me on this \_\_\_ day of \_\_\_\_\_, 2015, to certify which witness my hand and official seal of office.

\_\_\_\_\_  
Notary Public, State of California

*See attached  
California A.I.I. - Properly  
Acknowledged*

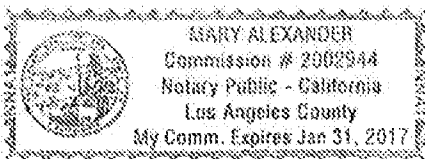
# CALIFORNIA ALL-PURPOSE ACKNOWLEDGEMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF CALIFORNIA            )  
  )     SS.  
COUNTY OF LOS ANGELES    )


On September 4, 2015 before me, Mary Alexander, Notary Public, personally appeared Donald L. Kimball, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument, the person, or the entity on behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.



*Place Notary Seal Above*

WITNESS my hand and official seal

  
Mary Alexander  
Notary Public