

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM456947

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Irvine Company LLC		12/14/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Irvine Management Company		
Street Address:	550 Newport Center Drive		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 71			
Property Type	Number	Word Mark	
Registration Number:	3740777	ALLEGRA	
Registration Number:	2930790	COASTAL COLLECTION	
Serial Number:	87468486	EXCEPTIONAL TODAY. EVEN BETTER TOMORROW.	
Registration Number:	4951390	FASHION ISLAND	
Registration Number:	2353175	FASHION ISLAND	
Serial Number:	87582466	FASHION ISLAND	
Registration Number:	4558712	FOREVER	
Registration Number:	2850564	GOOD PLANNING GOES A LONG WAY	
Registration Number:	2850565	GOOD PLANNING GOES A LONG WAY	
Registration Number:	4638675	HOTEL IRVINE JAMBOREE CENTER	
Registration Number:	3691590	IRVINE COMPANY SINCE 1864	
Registration Number:	3675634	IRVINE COMPANY SINCE 1864	
Registration Number:	3926991	IRVINE PACIFIC	
Registration Number:	1482685	IRVINE SPECTRUM	
Registration Number:	2362089	IRVINE SPECTRUM CENTER	
Registration Number:	3447736	IRVINE TOWERS	
Registration Number:	1408821	IRVINE'S FINEST	
Registration Number:	3359570	ISLAND HOTEL NEWPORT BEACH	
Serial Number:	87604999	K	
TRADEMARK			

OP \$1790.00 3740777

Property Type	Number	Word Mark
Serial Number:	87604994	K KINETIC
Serial Number:	87604985	K KINETIC FUELED BY IRVINE COMPANY
Registration Number:	3383053	LIVE A MORE BOUNTIFUL LIFE
Registration Number:	4369148	LOS OLIVOS
Registration Number:	3243915	LOVE WHERE YOU LIVE
Registration Number:	3344052	LOVE WHERE YOU LIVE
Registration Number:	4382760	
Registration Number:	1308251	
Registration Number:	1135253	
Registration Number:	3985393	
Registration Number:	2580630	NEWPORT CENTER
Registration Number:	4694057	NEWPORT CENTER PLAZA
Registration Number:	1766478	NEWPORT COAST
Registration Number:	1651028	NEWPORT COAST
Registration Number:	1837053	NEWPORT RIDGE
Registration Number:	2427236	OAK CREEK
Registration Number:	2547559	OAK CREEK
Registration Number:	2285654	OAK CREEK GOLF CLUB
Registration Number:	3103014	ONLY IN IRVINE
Registration Number:	4839495	ORANGE COUNTY ZEST
Registration Number:	4730252	ORCHARD HILLS
Registration Number:	3284654	ORCHARD HILLS VILLAGE CENTER
Registration Number:	2929614	PACIFIC RIDGE
Registration Number:	2916702	PACIFIC RIDGE
Registration Number:	3355885	PORTOLA SPRINGS
Registration Number:	3197476	PORTOLA SPRINGS
Registration Number:	4676688	POWER OF LOVE
Registration Number:	2759808	QUAIL HILL
Registration Number:	2759807	QUAIL HILL
Registration Number:	3760559	READYNOW
Serial Number:	87370348	RESERVE AT ORCHARD HILLS
Registration Number:	1477637	SPECTRUM
Registration Number:	4775757	STYLE WEEK ORANGE COUNTY
Registration Number:	4510916	STYLEWEEKOC
Registration Number:	2377289	THE IRVINE COMPANY
Registration Number:	2432996	THE IRVINE RANCH
Registration Number:	3689991	THE POSSIBILITY OF PERFECTION
Registration Number:	3128723	THE SQUARE

Property Type	Number	Word Mark
Registration Number:	2782599	TURTLE RIDGE
Registration Number:	2776382	TURTLE RIDGE
Registration Number:	3142098	UNIVERSITY RESEARCH PARK
Serial Number:	87442568	VIBRANT WORKPLACE COMMUNITIES
Registration Number:	4645296	VILLAGE OF ORCHARD HILLS
Registration Number:	3543045	VILLAGES OF IRVINE
Registration Number:	3654113	WE'VE GOT IT ALL
Registration Number:	5023214	WHERE BUSINESS GETS GROWING
Serial Number:	87442581	WHERE LIFE AND BUSINESS MEET, EVERYONE P
Serial Number:	87442595	WHERE THE BEST OF WORK MEETS THE BEST OF
Serial Number:	87468493	WORK SMART. LIVE WELL.
Registration Number:	4853741	YOUR LIFE STORY IS AS UNIQUE AS OUR VILL
Registration Number:	4839497	Z
Registration Number:	4839496	Z ORANGE COUNTY ZEST

CORRESPONDENCE DATA

Fax Number: 3128767934

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.

Phone: 3128763112

Email: hope.karmo@dentons.com

Correspondent Name: Dentons US LLC - Carol Anne Been

Address Line 1: P.O. Box #061080

Address Line 2: Wacker Drive Station, Willis Tower

Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER: 50004800-000166

NAME OF SUBMITTER: Carol Anne Been

SIGNATURE: /cab13122/

DATE SIGNED: 01/05/2018

Total Attachments: 8

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TRADEMARK ASSIGNMENT

WHEREAS, The Irvine Company LLC, a Delaware limited liability company with an address at 550 Newport Center Drive, Newport Beach, CA 92660 ("Assignor"), has adopted, used, and is using the filed trademarks shown on Schedule A attached hereto and the unfiled trademarks in which Assignor has common law rights, but excluding any rights in the Pelican Hill marks (the "Marks");

WHEREAS, Irvine Management Company, a Delaware corporation with an address at 550 Newport Center Drive, Newport Beach, CA 92660 ("Assignee"), is desirous of acquiring all of Assignor's rights and interests in said Marks together with the goodwill of the business associated therewith, effective January 1, 2018;

NOW, THEREFORE, for and in full consideration of the mutual promises contained herein, and for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignor hereby assigns, transfers and conveys to Assignee all of its right, title and interest in, to and under said Marks, including any trademark applications or registrations, domain names, application names or social media names incorporating the Marks, together with the goodwill of the business connected with the use of and symbolized by the Marks, and together with all causes of action for past, present and future infringement of the Marks. This assignment is made to Assignee as a successor to that portion of the business of Assignor to which the Marks pertain, which business is ongoing and existing.

2. Assignor grants this Trademark Assignment to Assignee without representations or warranties of any kind, all of which are expressly disclaimed, effective January 1, 2018.


3. Assignor hereby requests the Commissioner for Trademarks at the United States Patent and Trademark Office (the "Commissioner"), and the corresponding entities or agencies in any state, country or jurisdiction that may exercise authority over any of the Marks, to record this Trademark Assignment and to issue any trademark registrations resulting from applications among the Marks or derived therefrom to Assignee as assignee hereunder.

4. Upon reasonable request by Assignee, Assignor agrees to execute or deliver further documents (such as declarations, oaths, samples, exhibits, specimens, assignments, powers of attorney or other documentation) and to do such other acts as may be reasonably necessary to vest full title in and to the Marks in Assignee or to obtain, renew, issue or enforce the Marks.

5. For the convenience of the parties, any number of counterparts of this Trademark Assignment may be executed, and each counterpart may be delivered by scan or other facsimile. Each such counterpart shall be deemed an original instrument. All counterparts shall be construed together and shall constitute one agreement.

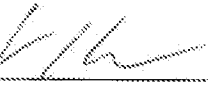
[signature block on following page]

Assignor:
THE IRVINE COMPANY LLC

By: 

Name: Gino J. Bianchini
Title: Senior Vice President


Date: 12/14/2017

By: 

Name: Clay A. Halvorsen
Title: Senior Vice President

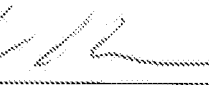
Date: 12-13-2017

Assignee:
IRVINE MANAGEMENT COMPANY

By: 

Name: Gino J. Bianchini
Title: Senior Vice President

Date: 12/14/2017

By: 

Name: Clay A. Halvorsen
Title: Senior Vice President

Date: 12-13-2017

Following Pages:
Acknowledgement for Notary
Schedule A

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1185

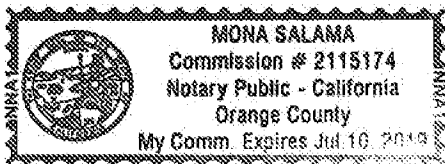
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)
County of Orange)
On December 17, 2017 before me: Mona Salama, Notary Public
Date Here Insert Name and Title of the Officer
personally appeared Clay A. Halvorsen
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) 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.

WITNESS my hand and official seal.



Signature Mona Salama
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: Trademark Assignment Document Date: 1/1/2018
Number of Pages: 2 Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____ Signer's Name: _____
 Corporate Officer — Title(s): _____ Corporate Officer — Title(s): _____
 Partner — Limited General Partner — Limited General
 Individual Attorney in Fact Individual Attorney in Fact
 Trustee Guardian or Conservator Trustee Guardian or Conservator
 Other: _____ Other: _____
Signer is Representing: _____ Signer is Representing: _____

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

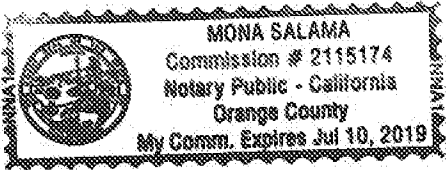
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)
County of Orange)
On December 14, 2017 before me, Mona Salama, Notary Public
Date Here Insert Name and Title of the Officer
personally appeared Gino Bianchini
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) 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.

WITNESS my hand and official seal.
Signature Mona Salama
Signature of Notary Public



Place Notary Seal Above

OPTIONAL


Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document
Title or Type of Document: Trademark Assignment Document Date: 1/1/2018
Number of Pages: 2 Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)
Signer's Name: _____
 Corporate Officer — Title(s): _____
 Partner — Limited General
 Individual Attorney in Fact
 Trustee Guardian or Conservator
 Other: _____
Signer is Representing: _____

SCHEDULE A

Filed Trademarks

Country	Mark	Status	App. No.	Reg. No.
Canada	IRVINE'S FINEST	Registered	558856	TMA331939
Canada	MAN ON HORSE DESIGN 	Registered	558854	TMA331841
United States of America	ALLEGRA	Registered	77/518269	3740777
United States of America	COASTAL COLLECTION	Registered	78/369438	2930790
United States of America	EXCEPTIONAL TODAY, EVEN BETTER TOMORROW.	Pending	87/468486	
United States of America	FASHION ISLAND	Registered	86/767689	4951390
United States of America	FASHION ISLAND	Registered	75/498523	2353175
United States of America	FASHION ISLAND	Pending	87/582466	
United States of America	FOREVER (AND DESIGN)	Registered	85/954187	4558712
United States of America	GOOD PLANNING GOES A LONG WAY	Registered	76/525228	2850564
United States of America	GOOD PLANNING GOES A LONG WAY	Registered	76/525229	2850565
United States of America	HOTEL IRVINE JAMBOREE CENTER	Registered	86/091513	4638675
United States of America	IRVINE COMPANY SINCE 1864	Registered	77/608020	3691590
United States of America	IRVINE COMPANY SINCE 1864 (AND DESIGN)	Registered	77/608044	3675634
United States of America	IRVINE PACIFIC	Registered	85/014613	3926991
United States of America	IRVINE SPECTRUM	Registered	73/667978	1482685
United States of America	IRVINE SPECTRUM CENTER	Registered	75/746580	2362089
United States of America	IRVINE TOWERS	Registered	77/147753	3447736
United States of America	IRVINE'S FINEST	Registered	73/558317	1408821
United States of America	ISLAND HOTEL NEWPORT BEACH	Registered	78/713821	3359570
United States of America	K (Stylized)	Pending	87/604999	
United States of America	K KINETIC (Stylized)	Pending	87/604994	

Country	Mark	Status	App. No.	Reg. No.
United States of America	K KINETIC FUELED BY IRVINE COMPANY (AND DESIGN)	Pending	87/604985	
United States of America	LIVE A MORE BOUNTIFUL LIFE	Registered	78/778583	3383053
United States of America	LOS OLIVOS	Registered	85/407508	4369148
United States of America	LOVE WHERE YOU LIVE	Registered	78/760589	3243915
United States of America	LOVE WHERE YOU LIVE	Registered	78/908817	3344052
United States of America	MISCELLANEOUS DESIGN (BUILDING)	Registered	85/725838	4382760
United States of America	MISCELLANEOUS DESIGN (MAN ON HORSE)	Registered	73/416862	1308251
United States of America	MISCELLANEOUS DESIGN (MAN ON HORSE)	Registered	73/202111	1135253
United States of America	MISCELLANEOUS DESIGN (SUNWAVE)	Registered	85/179427	3985393
United States of America	NEWPORT CENTER	Registered	75/733667	2580630
United States of America	NEWPORT CENTER PLAZA	Registered	85/905992	4694057
United States of America	NEWPORT COAST	Registered	74/800906	1766478
United States of America	NEWPORT COAST	Registered	74/029646	1651028
United States of America	NEWPORT RIDGE	Registered	74/426275	1837053
United States of America	OAK CREEK	Registered	75/409126	2427236
United States of America	OAK CREEK	Registered	75/409125	2547559
United States of America	OAK CREEK GOLF CLUB	Registered	75/978219	2285654
United States of America	ONLY IN IRVINE (STYLIZED)	Registered	78/395773	3103014
United States of America	ORANGE COUNTY ZEST	Registered	86/376201	4839495
United States of America	ORCHARD HILLS	Registered	86/228583	4730252
United States of America	ORCHARD HILLS VILLAGE CENTER	Registered	77/038752	3284654
United States of America	PACIFIC RIDGE	Registered	78/170217	2929614
United States of America	PACIFIC RIDGE	Registered	78/170220	2916702
United States of America	PORTOLA SPRINGS	Registered	77/151951	3355885
United States of America	PORTOLA SPRINGS	Registered	78/570659	3197476

Country	Mark	Status	App. No.	Reg. No.
United States of America	POWER OF LOVE (AND DESIGN)	Registered	86/246186	4676688
United States of America	QUAIL HILL	Registered	76/305422	2759808
United States of America	QUAIL HILL	Registered	76/305421	2759807
United States of America	READYNOW	Registered	77/784962	3760559
United States of America	RESERVE AT ORCHARD HILLS	Pending	87/370348	
United States of America	SPECTRUM	Registered	73/667977	1477637
United States of America	STYLE WEEK ORANGE COUNTY	Registered	86/390959	4775757
United States of America	STYLEWEEKOC	Registered	86/099279	4510916
United States of America	THE IRVINE COMPANY	Registered	75/733666	2377289
United States of America	THE IRVINE RANCH	Registered	75/754074	2432996
United States of America	THE POSSIBILITY OF PERFECTION	Registered	77/337366	3689991
United States of America	THE SQUARE	Registered	78/469574	3128723
United States of America	TURTLE RIDGE	Registered	76/305420	2782599
United States of America	TURTLE RIDGE	Registered	76/305419	2776382
United States of America	UNIVERSITY RESEARCH PARK	Registered	78/736230	3142098
United States of America	VIBRANT WORKPLACE COMMUNITIES	Pending	87/442568	
United States of America	VILLAGE OF ORCHARD HILLS	Registered	86/296596	4645296
United States of America	VILLAGES OF IRVINE	Registered	77/441796	3543045
United States of America	WE'VE GOT IT ALL	Registered	77/637223	3654113
United States of America	WHERE BUSINESS GETS GROWING	Registered	86/442634	5023214
United States of America	WHERE LIFE AND BUSINESS MEET, EVERYONE PROSPERS	Pending	87/442581	
United States of America	WHERE THE BEST OF WORK MEETS THE BEST OF LIFE	Pending	87/442595	
United States of America	WORK SMART. LIVE WELL.	Pending	87/468493	
United States of America	YOUR LIFE STORY IS AS UNIQUE AS OUR VILLAGES (AND DESIGN)	Registered	86/376447	4853741

Country	Mark	Status	App. No.	Reg. No.
United States of America	Z (AND DESIGN)	Registered	86/376214	4839497
United States of America	Z ORANGE COUNTY ZEST (AND DESIGN)	Registered	86/376206	4839496

California State Registrations

California State	LAND, LEGACY, LIFE	Registered		69725
California State	MISCELLANEOUS DESIGN (BUILDING)	Registered	68058	68058
California State	ATRIUM COURT	Registered		28433
California State	SANTA CLARA GATEWAY	Registered		54061
California State	WESTPARK	Registered		27285

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