

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM784251

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Taylor Morrison, Inc.		12/30/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Esplanade Resort Experiences, LLC		
Street Address:	3030 N. Rocky Point Drive W.		
Internal Address:	Suite 710		
City:	Tampa		
State/Country:	FLORIDA		
Postal Code:	33607		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	6551063	ESPLANADE	
Registration Number:	6551062	ESPLANADE	
Registration Number:	6408189		
Registration Number:	4812905	ESPLANADE	
Registration Number:	4435296	ESPLANADE	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Phone:	714-641-5100		
Email:	trademarks@rutan.com		
Correspondent Name:	Lindsay J. Hulley c/o Rutan & Tucker LLP		
Address Line 1:	18575 Jamboree Road		
Address Line 2:	9th Floor		
Address Line 4:	Irvine, CALIFORNIA 92612		
ATTORNEY DOCKET NUMBER:	028555.0000		
NAME OF SUBMITTER:	Lindsay J. Hulley		
SIGNATURE:	/Lindsay J. Hulley/		
DATE SIGNED:	02/02/2023		

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Total Attachments: 6

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this “**Assignment**”) is made effective as of December 30, 2022 (the “**Effective Date**”) by and between Taylor Morrison, Inc., a Delaware corporation, with a principal place of business at 4900 North Scottsdale Road, Suite 2000, Scottsdale, Arizona 85251 (“**Assignor**”), and Esplanade Resort Experiences, LLC, a Delaware limited liability company with offices located at 3030 N. Rocky Point Drive W., Suite 710, Tampa, Florida, 33607 (“**Assignee**”).

WHEREAS, Assignor is the sole and exclusive owner of the United States trademarks and the corresponding trademark registrations, as applicable, on the attached Schedule A, and the goodwill appertaining thereto and incorporated herewith, and all other rights appurtenant, including without limitation common law rights, title and interest (collectively, the “**Assigned Trademarks**”);

WHEREAS, it is Assignor’s intention to assign and transfer to Assignee all of Assignor’s right, title, and interest in and to the Assigned Trademarks to Assignee; and

WHEREAS, it is Assignee’s desire to purchase or acquire all of Assignor’s right, title and interest in and to the Assigned Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Assigned Trademarks.

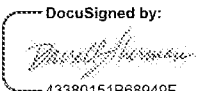
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, and sets over to Assignee its entire right, title, and interest in and to the Assigned Trademarks, together with the goodwill of the business symbolized in the Assigned Trademarks, and all other corresponding rights that are or may be secured under the laws of the United States and any foreign country, now or hereafter in effect, for Assignee’s own use and enjoyment, and for the use and enjoyment of Assignee’s successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties, damages, or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present, or future

infringement or other unauthorized use of the Assigned Trademarks, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.


Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Assigned Trademarks and other corresponding rights in the Assignee. Assignor hereby consents to the recordation of the registered marks identified in Schedule A of this Assignment with the United States Patent and Trademark Office. Assignor will assist Assignee as reasonably necessary to secure, perfect, maintain or evidence the rights hereby transferred. The individuals signing this document on behalf of corporate entities represent and declare that they are authorized to execute this document on behalf of such corporate entities.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives.

Assignor:
TAYLOR MORRISON, INC.,
a Delaware corporation




By: 
Name: Darrell C. Sherman
Title: Chief Legal Officer, Executive Vice President
and Secretary

Assignee:
ESPLANADE RESORT EXPERIENCES, LLC,
a Delaware limited liability company

By: 
Name: Michelle Campbell
Title: Vice President

Schedule A

Registered Trademarks

Trademark	Reg. No.	Reg. Date	International Classes
ESPLANADE®	6551063	11/09/2021	21, 24, 25, 26, 28
 ESPLANADE®	6551062	11/09/2021	21, 24, 25, 26, 28
 ®	6408189	07/06/2021	25, 26
ESPLANADE®	4812905	09/15/2015	37, 41
 ESPLANADE®	4435296	11/19/2013	37, 41

Common Law Trademarks

 ESPLANADE	THE  SPA AT ESPLANADE	 WELLNESS MIND BODY SPIRIT
 ENVOY BY ESPLANADE	 FITNESS	 TENNIS

 <p>PICKLEBALL</p>	 <p>BOCCE</p>	 <p>BARREL HOUSE BISTRO AND TAP ROOM</p>
<p>ROASTED coffee</p>	 <p>Hooked SEAFOOD</p>	<p>OLIVE & VINE</p>
<p>TOASTED CAFE</p>	 <p>ESPERANZO CULINARY TEACHING KITCHEN</p>	 <p>BAHAMA BAR</p>
<p>DOLCI 951</p>	<p>Sip WINE</p>	 <p>Uva TASTING ROOM</p>

		<p>ESPLANADE (word mark or standard character)</p>

