

MRD 6-25-98

FORM PTO-1594 (Rev. 6-93)

OMB No. 0651-0011 (exp. 4/94)

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U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

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To the Honorable Commissioner of Patents

original documents or copy thereof.

1. Name of conveying party(ies):  
Insignia Financial Group, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:
- Assignment
  - Security Agreement
  - Other
  - Merger
  - Change of Name

Execution Date: June 19, 1998

2. Name and address of receiving party(ies)  
Name: Insignia/ESG, Inc.

Internal Address:  
Street Address: 200 Park Avenue  
City: New York State: NY ZIP: 10166

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

75/310,838

B. Trademark Registration No.(s)

2,000,987	1,337,903
1,871,569	1,123,451
1,872,802	1,096,963

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Steven M. Levy, Esq.

Internal Address:  
Proskauer Rose LLP

Street Address:  
1585 Broadway

City: New York State: NY ZIP: 10036

6. Total number of applications and registrations involved: 7

7. Total fee (37 CFR 3.41) \$ 190

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

DA 16-2500

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Steven M. Levy  
Name of Person Signing

*[Signature]*  
Signature

6/24/98  
Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
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## SCHEDULE 1

### SERVICE MARK REGISTRATIONS AND APPLICATIONS

<b>SERVICE MARK</b>	<b>REGISTRATION NO.</b>
ESG THE SMARTEST REAL ESTATE MOVE YOU CAN MAKE	2,000,987
EDWARD S. GORDON	1,871,569
GORDON ADVISORS	1,872,802
THE GORDON OFFICE MARKET REPORT	1,337,903
ESG (Stylized Letters)	1,123,451
ESG (Stylized Letters)	1,096,963

<b>SERVICE MARK</b>	<b>APPLICATION SERIAL NO.</b>
J ESG INSIGNIA/ESG	75/310,838

**ASSIGNMENT OF SERVICE MARKS**

WHEREAS, Insignia Financial Group, Inc., a Delaware Corporation having a place of business at One Insignia Financial Plaza, Greenville, South Carolina 29601 ("Assignor"), has adopted, used and is using the service marks listed on Schedule 1 hereto and is the owner of the service mark applications and registrations listed on Schedule 1 hereto (collectively the "Marks");

WHEREAS, Insignia/ESG, Inc., a Delaware Corporation, having a place of business at 200 Park Avenue, New York, New York 10166 ("Assignee"), desires to obtain all rights in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers, conveys and assigns to Assignee, all of Assignor's right, title and interest throughout the world in and to the Marks and their associated goodwill, the same to be held and enjoyed by Assignee for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives, together with all of Assignor's claims for damages by reason of past infringement of said Marks, 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, free and clear of all liens, claims, charges, security interests and other interests or encumbrances.

IN WITNESS WHEREOF, Assignor has caused this document to be executed as of the 19th day of June, 1998.

INSIGNIA FINANCIAL GROUP, INC.

By: [Signature]  
Name: ADAM B. GILBERT  
Title: GENERAL COUNSEL & SECRETARY

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