

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The La Costa Company , LP		11/15/2001	LIMITED PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA	
Name:	La Costa Hotel and Spa Corporation
Street Address:	2100 Costa Del Mar Road
City:	Carlsbad
State/Country:	CALIFORNIA
Postal Code:	92009
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2645041	LA COSTA SPA

CORRESPONDENCE DATA	
Fax Number:	(303)296-5310
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	3032985700
Email:	ptodenver@gibsondunn.com
Correspondent Name:	Peter F. Weinberg
Address Line 1:	1801 California Street,Suite 4200
Address Line 4:	Denver, COLORADO 80222

ATTORNEY DOCKET NUMBER:	50264-00175
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NAME OF SUBMITTER:	Peter F. Weinberg
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Total Attachments: 11
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TRADEMARK ASSIGNMENT

WHEREAS, The La Costa Company LP, a Delaware limited partnership located at 11200 Rockville Pike, Rockville, MD 20852 (hereinafter "Assignor"), is the owner of all right, title and interest in the United States and all specified foreign countries in and to the marks listed on attached Schedule A; and

WHEREAS, La Costa Hotel and Spa Corporation, a California corporation located at 2100 Costa del Mar Road, Carlsbad, CA 92009 (hereinafter "Assignee"), is desirous of acquiring from Assignor any and all of Assignor's right, title and interest in and to the marks listed on Schedule A, including without limitation any and all marks incorporating the term "La Costa", and any and all associated logos, symbols, domain names or other designations in the United States and all foreign countries listed in Schedule A (hereinafter, collectively, the "La Costa Marks"), together with any and all goodwill appurtenant thereto and symbolized thereby, and further including without limitation any and all common law rights therein and the right to recover for past infringements thereof,

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, transfer, convey and assign to Assignee any and all right, title and interest in and to the La Costa Marks which Assignor may possess, together with any and all goodwill

appurtenant thereto and symbolized thereby, along with the portions of the business associated therewith, and including without limitation any and all common law rights therein and the right to recover for past infringements thereof.

Assignor assigns the La Costa Marks as part of that portion of the business to which the La Costa Marks pertain to the extent required by Section 10 of the Trademark Act (15. U.S.C. § 1060).

This Assignment is effective as of the 10th day of November 2001.

THE LA COSTA COMPANY LP

By: Takron, Inc.
Its General Partner

By: [Signature]
Name:
Title: President

SCHEDULE "A"

Status Report for Trademarks - The La Costa Company LP

Mark	ITU/USE Class(es)	Appln. No. / Applt. Date	Reg. No. / Reg. Date	Sec. 8/15 Renewal Due	Status	Goods/Services
LUB LA COSTA	ITU 41	76/109920 / 14 Aug 2000			PENDING	PROVIDING RECREATIONAL FACILITY SERVICES, NAMELY, GOLF COURSE, TENNIS COURT, HEALTH CLUB AND COUNTRY CLUB SERVICES
LUB LA COSTA	ITU 42	76/109922 / 14 Aug 2000			PENDING	RESORT HOTEL, RESTAURANT, HEALTH SPA AND BEAUTY SPA SERVICES
\ COSTA	USE 41	76/116717 / 25 Aug 2000			PENDING	PROVIDING RECREATIONAL FACILITY SERVICES, NAMELY, GOLF COURSE, TENNIS COURT, HEALTH CLUB AND COUNTRY CLUB SERVICES
\ COSTA	USE 42	76/116716 / 25 Aug 2000			PENDING	RESORT HOTEL, RESTAURANT, HEALTH SPA AND BEAUTY SPA SERVICES
\ COSTA BATH & BEAUTY APPLIES	ITU 35	76/109923 / 14 Aug 2000			PENDING	RETAIL STORE SERVICES FEATURING TOILETRY AND COSMETIC ARTICLES
\ COSTA BEACH RESORT	ITU 36 41 42	75/923331 / 22 Feb 2000			ALLOWED	REAL ESTATE SERVICES, NAMELY, RESIDENTIAL REAL ESTATE LISTING AND VACATION REAL ESTATE TIME SHARING, IN CL. 36; PROVIDING RECREATIONAL FACILITY SERVICES, NAMELY, HEALTH CLUB AND COUNTRY CLUB SERVICES, IN CL. 41; RESORT HOTEL, HEALTH SPA SERVICES AND RESTAURANT SERVICES, IN CL. 42
COSTA BEACH CLUB	ITU 36 41 42	75/923706 / 22 Feb 2000			PENDING	REAL ESTATE SERVICES, NAMELY, RESIDENTIAL REAL ESTATE LISTING AND VACATION REAL ESTATE TIME-SHARING IN CL. 36 PROVIDING RECREATIONAL FACILITY SERVICES, NAMELY, HEALTH CLUB AND COUNTRY CLUB SERVICES IN CL. 41 RESORT HOTEL, HEALTH SPA SERVICES AND RESTAURANT SERVICES IN CL. 42
AND DESIGN	USE 41	76/132265 / 20 Sep 2000			PUBLISHED	PROVIDING RECREATIONAL FACILITY SERVICES, NAMELY, TENNIS COURT AND SPA SERVICES

REEL: 002943 FRAME: 0382

Status Report for Trademarks - The La Costa Company LP

Sec. 8/16
Renewal

ITU/USE Appln. No. Reg. No.
Class(es) Appln. Date Reg. Date Due

Status Goods/Services

'A COSTA RESORT AND USE 76/131626 20 Sep 2000 PENDING RESORT HOTEL, RESTAURANT, HEALTH SPA AND BEAUTY SPA SERVICES

'A IE LA COSTA RESORT & USE 76/140013 03 Oct 2000 PENDING GOLF TOWELS

'A IE LA COSTA RESORT & USE 76/140012 03 Oct 2000 PENDING BATH ROBES, BATHING SUITS, JACKETS, HATS, SWEATSHIRTS, CAPS, AND T-SHIRTS

'A IE LA COSTA RESORT & USE 76/144061 10 Oct 2000 PENDING GOLF CLUB COVERS, GOLF BALLS, GOLF TEES, GOLF BALL MARKERS, GOLF BAGS, TENNIS BALLS AND TENNIS BAGS

'A AND DESIGN USE 76/140009 03 Oct 2000 PENDING MOUTH WASH, HAIR CONDITIONER, SHOWER AND BATH GEL, HAND LOTION, SOAP, SUNSCREEN, BATH OILS, MASSAGE OILS, ALL TYPES OF FACIAL PRODUCTS, HAIR CARE PREPARATIONS AND BODY SCRUB PRODUCTS IN CL. 3

'A & DESIGN USE 76/139984 03 Oct 2000 PUBLISHED TOTE BAGS

'A LOGO USE 76/140007 03 Oct 2000 PUBLISHED SHOE HORNS, BATH SPONGES, COTTON BALLS, AND COTTON TIPPED APPLICATIONS

'A & DESIGN USE 76/139993 03 Oct 2000 PENDING CLOTHES SHOE MITTS

'A & DESIGN USE 76/143304 10 Oct 2000 PUBLISHED BATH ROBES, BATHING SUITS, JACKETS AND HATS

REEL: 002943 FRAME: 0383

Trademark Status Report for Trademarks - The La Costa Company LP

Sec. 8/15
Renewal

ITU/USE Class(es) Appn. No. Reg. No. Appn. Date Reg. Date Status Goods/Services

AND DESIGN USE 26 76/140006 03 Oct 2000 PENDING SEWING KITS COMPRISD PRIMARILY OF THREAD, NEEDLES, BUTTONS AND SAFETY PINS

AND DESIGN USE 28 76/140011 03 Oct 2000 PENDING GOLF CLUB COVERS, GOLF BALLS, GOLF TEES, GOLF BALL MARKERS, GOLF BAGS, TENNIS BALLS AND TENNIS BAGS.

LOGO ITU 29 76/115746 23 Aug 2000 PUBLISHED EDIBLE OILS FOR COOKING

LOGO ITU 30 76/115828 23 Aug 2000 PENDING BRAN MUFFIN MIX, JELLIES, SYRUPS, PANCAKE MIX, BAGEL CHIPS, MARINARA SAUCE, PASTAS, SALAD DRESSINGS, WATER, WINE, VEGETARIAN CHILI, GRAINS

LOGO ITU 32 76/115474 23 Aug 2000 PUBLISHED BOTTLED DRINKING WATER

LOGO ITU 33 76/115223 23 Aug 2000 PUBLISHED ALCOHOLIC BEVERAGES, NAMELY, WINES

AND DESIGN USE 16 76/145133 12 Oct 2000 PENDING NEWSLETTERS IN THE FILED OF RESORT AND SPA INFORMATION AND EVENTS

LA COSTA LIFESTYLE USE 16 76/145199 12 Oct 2000 PENDING NEWSLETTERS IN THE FIELD OF RESORT AND SPA INFORMATION AND EVENTS

LEGENDARY LA TR RESORT AND SPA USE 41 76/132284 20 Sep 2000 PENDING PROVIDING RECREATIONAL FACILITY SERVICES, NAMELY, GOLF COURSE, TENNIS COURT, HEALTH CLUB AND COUNTRY CLUB SERVICES

TRADEMARK
REF: 002943 FRAME: 0384

Status Report for Trademarks - The La Costa Company LP

Sec. 8/15

ITU/USE Appln. No. Reg. No. Renewal
Class(es) Appln. Date Reg. Date Due

Goods/Services

Status

THE LEGENDARY LA COSTA RESORT AND SPA 42 76/132267 20 Sep 2000 PENDING RESORT HOTEL, RESTAURANT, HEALTH SPA AND BEAUTY SPA SERVICES

THE LA COSTA SPA 3 76/140014 03 Oct 2000 PENDING MOUTH WASH, HAIR SHAMPOO, HAIR CONDITIONER, SHOWER AND BATH GEL, HAND AND BODY LOTION, SKIN SOAP, SUNSCREEN, SKIN MOISTURIZER, BODY AND FACE MASQUE, COLOGNE, BATH OILS, MASSAGE OILS, ALL TYPES OF FACIAL PRODUCTS, HAIR CARE PREPARATION AND BODY SCRUB PRODUCTS

THE LA COSTA RESORT & SPA 18 76/140005 03 Oct 2000 PENDING TOTE BAGS

THE LA COSTA SPA 29 76/115224 23 Aug 2000 PENDING COOKING OILS

THE LA COSTA SPA 30 76/115740 23 Aug 2000 PENDING BRAN MUFFIN MIX, JELLIES, SYRUPS, PANCAKE MIX, BAGEL CHIPS, MARINARA SAUCE, PASTAS, SALAD DRESSINGS, WATER, WINE, CHILI, GRAINS, COFFEE

THE LA COSTA SPA 32 76/115829 23 Aug 2000 PENDING BOTTLED DRINKING WATER

THE LA COSTA SPA 33 76/122535 05 Sep 2000 PENDING ALCOHOLIC BEVERAGES, NAMELY, WINES

TRADEMARK

REF: 002943 FRAME: 0385

COUNTRY	MARK	REGISTRANT	APPLNO.	APPLN. DATE	REG. NO.	REG. DATE	CLASS	GOODS/SERVICES	STATUS
Australia	LA COSTA RESORT & SPA WITH DESIGN	SPORTS SHINKO CO., LTD.	577666	5/4/92	A577666	5/4/92	42	Hotel services; beauty treatment and cosmetic surgery services; restaurant services and store services offered on the premises of a hotel, country club, health club, beauty salon, health spa, recreational facility or fitness center, and all other services in this class.	Renewed
Australia	LA COSTA RESORT & SPA WITH DESIGN	SPORTS SHINKO CO., LTD.	577665	5/4/92	A577665	5/4/92	41	Health club and country club services; health spa and fitness centre services; educational services related to health, fitness, diet and well-being; providing recreational facilities for others, such as golf course and tennis courts services, or courts or playing areas for other active sports; and services associated with the conducting of tournaments for active sporting events at such recreational facilities, courts or playing areas; and other services in this class.	Renewed
France	LA COSTA RESORT & SPA WITH DESIGN	SPORTS SHINKO CO., LTD.	92418048	5/6/92	92418048	5/6/92	41, 42	Health club and country club services; health spa and fitness center services; educational services related to health, fitness, diet and well-being; providing recreational facilities for others, such as golf course and tennis court services, or courts or playing area for other active sports; and services associated with the conducting of tournament for active sporting events at such recreational facilities, courts or playing areas.	Registered
Germany	LA COSTA RESORT & SPA & DESIGN	SPORTS SHINKO CO., LTD.	54347141	5/6/92			41, 42	Hotel services; beauty treatment and cosmetic surgery services; restaurant services and store services offered on the premises of a hotel, country club, health club, beauty salon, health spa, recreational facility or fitness center. Services of a health club, a country club, a health spa and a fitness center; instructional and educational services relating to health, fitness, diet and well-being; providing recreational facilities for others, in particular golf courses, tennis courts and playing areas; conducting tournaments, in particular at recreational facilities, golf courses, tennis courts as well as playing areas.	Pending

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COUNTRY	MARK	REGISTRANT	APPLNO.	APPLN. DATE	REG. NO.	REG. DATE	CLASS	GOODS/SERVICES	STATUS
Japan	THE LA COSTA SPA	THE LA COSTA COMPANY	62-107080	9/25/87	2348526	11/29/91	4	Cosmetics, other goods belonging to this class.	Registered
Japan	THE LA COSTA SPA	SPORTS SHINKO KABUSHIKI KAISHA	62-107082	9/25/87	2534869	5/31/93	17	Clothing, other goods belonging to this class.	Registered
Japan	THE LA COSTA SPA	SPORTS SHINKO KABUSHIKI KAISHA	62-107084	9/25/87	2482395	11/30/92	21	Bags or the like, other goods belonging to this class.	Registered
Mexico	LA COSTA INSTITUTE FOR LIFESTYLE MANAGEMENT W/DESIGN	SPORTS SHINKO CO., LTD.	233401	2/1/96	518664	3/13/96	41	Health spa and fitness center services; educational services related to health, fitness, diet and well-being.	Registered
Mexico	LA COSTA LIVE FITNESS W/DESIGN	SPORTS SHINKO CO., LTD.	233400	2/1/96	518663	3/13/96	41	Health spa and fitness center services; educational services related to health, fitness, diet and well-being.	Registered
Mexico	LA COSTA RESORT & SPA W/DESIGN	SPORTS SHINKO CO., LTD.	233399	2/1/96	518242	2/28/96		Hotel services; beauty treatment and cosmetic surgery services; restaurant services and store services offered on the premises of a hotel, country club, health club, beauty salon, health spa, recreational facility or fitness center.	Registered
Mexico	LA COSTA RESORT & SPA W/DESIGN	SPORTS SHINKO CO., LTD.	233398	2/1/96	518662	3/13/96	41	Health club and country club services; health spa and fitness center services; educational services related to health, fitness, diet, and well-being; providing recreational, leisure and sporting facilities for others, such as golf course and tennis courts services; and services associated with the conducting of tournaments for active sporting events at such recreational facilities, courts or playing areas.	Registered
	CLUB LA COSTA	SPORTS SHINKO CO., LTD.							File Opened
	LA COSTA RESORT & SPA WITH DESIGN	SPORTS SHINKO CO., LTD.	1703298	5/25/92	1703298	5/25/92	42	Hotel services, beauty treatment and cosmetic surgery services; restaurant services and store services offered on the premises of a hotel, country club, health club, beauty salon, health spa, recreational facility or fitness center.	Registered
	LA COSTA RESORT & SPA WITH DESIGN	SPORTS SHINKO CO., LTD.	1703297	5/25/92	1703297	5/25/92	41	Health club and country club services; health spa and fitness center services; educational services related to health, fitness, diet and well-being; providing recreational facilities for others, such as golf course and tennis court services, or courts or playing areas for other active sports; and services associated with the conducting of tournaments for	Registered

COUNTRY	MARK	REGISTRANT	APPLNO.	APPLN. DATE	REG. NO.	REG. DATE	CLASS	GOODS/SERVICES	STATUS
United Kingdom	L.A COSTA RESORT & SPA WITH DESIGN	SPORTS SHINKO CO., LTD.	1499926	5/7/92			41	Health club services; country club services; health spa and fitness centre services; educational services all relating to health, fitness, diet, sport, leisure, recreation and lifestyle; provision of recreation, leisure and sporting facilities; organizing and the conducting of sporting, leisure and recreational events, competitions and tournaments; all included in class 41.	Withdrawn
United Kingdom	L.A COSTA RESORT & SPA WITH DESIGN	SPORTS SHINKO CO., LTD.	1499927	5/7/92			42	Hotel and hotel accommodation services; beauty treatment and beauty salon services; cosmetic treatment and cosmetic surgery services; restaurant and catering services; all included in class 42.	Withdrawn

RECORDED: 09/23/2004

TRADEMARK
REEL: 002943 FRAME: 0388