

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	11/08/2001

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The La Costa Company, LP		11/08/2001	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: 4**

Property Type	Number	Word Mark
Registration Number:	1445623	LA COSTA RACQUET CLUB
Registration Number:	2641786	THE LA COSTA RESORT & SPA
Registration Number:	1484909	LC
Registration Number:	1481948	LA COSTA LC

**CORRESPONDENCE DATA**

Fax Number: (303)313-2827  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 303-298-5901  
 Email: pweinberg@gibsondunn.com  
 Correspondent Name: Peter F. Weinberg  
 Address Line 1: 1801 California Street, Suite 4100  
 Address Line 4: Denver, COLORADO 80202

ATTORNEY DOCKET NUMBER:	50264-00001
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CH \$115.00 1445623

NAME OF SUBMITTER:	Peter F. Weinberg
Signature:	/peter f. weinberg/
Date:	10/19/2006

**Total Attachments: 12**

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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 8th day of November 2001.

THE LA COSTA COMPANY LP

By: Takron, Inc.  
Its General Partner

By:   
Name: \_\_\_\_\_  
Title: *President*

**SCHEDULE "A"**

# Status Report for Trademarks - The La Costa Company LP

Sec. 8/15  
Renewal

ITU/USE  
Class(es)

Appn. No.  
Appn. Date

Reg. No.  
Reg. Date

Due

Status

Goods/Services

LA COSTA ITU 76/109920 41 14 Aug 2000 PENDING PROVIDING RECREATIONAL FACILITY SERVICES, NAMELY, GOLF COURSE, TENNIS COURT, HEALTH CLUB AND COUNTRY CLUB SERVICES

LA COSTA ITU 76/109922 42 14 Aug 2000 PENDING RESORT HOTEL, RESTAURANT, HEALTH SPA AND BEAUTY SPA SERVICES

A COSTA USE 76/116717 41 25 Aug 2000 PENDING PROVIDING RECREATIONAL FACILITY SERVICES, NAMELY, GOLF COURSE, TENNIS COURT, HEALTH CLUB AND COUNTRY CLUB SERVICES

A COSTA USE 76/116716 42 25 Aug 2000 PENDING RESORT HOTEL, RESTAURANT, HEALTH SPA AND BEAUTY SPA SERVICES

A COSTA BATH & BEAUTY SUPPLIES ITU 76/109923 35 14 Aug 2000 PENDING RETAIL STORE SERVICES FEATURING TOILETRY AND COSMETIC ARTICLES

A COSTA BEACH RESORT ITU 75/923331 36 41 42 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

A COSTA BEACH CLUB ITU 75/923706 36 41 42 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

LAND DESIGN USE 76/132265 41 20 Sep 2000 PUBLISHED PROVIDING RECREATIONAL FACILITY SERVICES, NAMELY, TENNIS COURT AND SPA SERVICES

TRADEMARK

REEL: 00411 FRAME: 0940

# Status Report for Trademarks - The La Costa Company LP

Sec. 8/15  
Renewal

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

Goods/Services

Status

A COSTA STYLIZED LETTERS  
USE 41 42 73/151789 1197419 12 Dec 1977 08 Jun 1982 08 Jun 2002  
REGISTERED PROVIDING RECREATIONAL FACILITIES FOR OTHERS, NAMELY, GOLF COURSES, TENNIS COURTS, HEALTH CLUBS, AND THE LIKE, COUNTRY CLUB SERVICES; RESTAURANT SERVICES

THE LA COSTA GOLF SCHOOL  
USE 41 33889 15 Nov 1988  
REGISTERED INSTRUCTIONS FOR PLAYING THE GAME OF GOLF AND TECHNIQUES OF THE GAME

A COSTA LC  
USE 41 42 73/616238 1481948 22 Aug 1986 22 Mar 1988 22 Mar 2008  
REGISTERED PROVIDING RECREATIONAL FACILITY SERVICES, NAMELY, GOLF COURSE AND TENNIS COURT SERVICES; HEALTH AND COUNTRY CLUB SERVICES 42 RESORT HOTEL AND RESTAURANT SERVICES

A COSTA RACQUET CLUB  
USE 41 73/513429 1445623 13 Dec 1984 30 Jun 1987 30 Jun 2007  
REGISTERED PROVIDING RECREATIONAL FACILITIES FOR OTHERS, NAMELY TENNIS COURTS

.C  
USE 3 25 41 42 73/619872 1484909 15 Sep 1986 19 Apr 1988 19 Apr 2008  
REGISTERED TOILET SOAP, HAIR SHAMPOO, SKIN MOISTURIZER, MASQUE, BODY LOTION, COLOGNE AND SUN BLOCK 25 SWEATSHIRTS, CAPS AND T-SHIRTS 41 PROVIDING RECREATIONAL FACILITIES, NAMELY GOLF COURSES, HEALTH CLUB AND COUNTRY CLUB FACILITIES 42 RESORT HOTEL AND RESTAURANT SERVICES

A COSTA SPA  
USE 41 76/132266 20 Sep 2000  
PENDING HEALTH CLUB SERVICES

A COSTA SPA  
USE 42 20 Sep 2000  
FILED HEALTH SPA AND BEAUTY SPA SERVICES

A COSTA DAY SPA  
ITU 41 42 76/109921 14 Aug 2000  
PENDING HEALTH CLUB SERVICES in Class 41  
HEALTH AND BEAUTY SPA SERVICES in Class 42

A COSTA RESORT AND SPA  
USE 41 76/131625 20 Sep 2000  
PENDING PROVIDING RECREATIONAL FACILITY SERVICES, NAMELY, GOLF COURSE, TENNIS COURT, HEALTH CLUB AND COUNTRY CLUB SERVICES

REEL: 003411 FRAME: 0941

# Status Report for Trademarks - The La Costa Company LP

Sec. 8/15  
Renewal

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

Status Goods/Services

Mark	ITU/USE Class(es)	Appln. No.	Reg. No.	Appln. Date	Reg. Date	Status	Goods/Services
THE LA COSTA RESORT AND SPA	USE 42	76/131626		20 Sep 2000		PENDING	RESORT HOTEL, RESTAURANT, HEALTH SPA AND BEAUTY SPA SERVICES
THE LA COSTA RESORT & SPA	USE 24	76/140013		03 Oct 2000		PENDING	GOLF TOWELS
THE LA COSTA RESORT & SPA	USE 25	76/140012		03 Oct 2000		PENDING	BATH ROBES, BATHING SUITS, JACKETS, HATS, SWEATSHIRTS, CAPS, AND T-SHIRTS
THE LA COSTA RESORT & SPA	USE 28	76/144061		10 Oct 2000		PENDING	GOLF CLUB COVERS, GOLF BALLS, GOLF TEES, GOLF BALL MARKERS, GOLF BAGS, TENNIS BALLS AND TENNIS BAGS
C AND DESIGN	USE 3	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
C & DESIGN	USE 18	76/139994		03 Oct 2000		PUBLISHED	TOTE BAGS
6-LOGO TRADE MARK	USE 21	76/140007		03 Oct 2000		PUBLISHED	SHOE HORNS, BATH SPONGES, COTTON BALLS, AND COTTON TIPPED APPLICATIONS
C & DESIGN TRADE MARK	USE 24	76/139993		03 Oct 2000		PENDING	CLOTHES SHOE MITTS
C & DESIGN TRADE MARK	USE 25	76/143304		10 Oct 2000		PUBLISHED	BATH ROBES, BATHING SUITS, JACKETS AND HATS

REEL 003411 FRAME 0942



# 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 Due

Status Goods/Services

Mark	ITU/USE Class(es)	Appn. No.	Reg. No.	Appn. Date	Reg. Date	Due	Status	Goods/Services
.C AND DESIGN	USE 26	76/140006		03 Oct 2000			PENDING	SEWING KITS COMPRISED PRIMARILY OF THREAD, NEEDLES, BUTTONS AND SAFETY PINS
.C 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.
.C LOGO	ITU 29	76/115746		23 Aug 2000			PUBLISHED	EDIBLE OILS FOR COOKING
.C 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
.C LOGO	ITU 32	76/115474		23 Aug 2000			PUBLISHED	BOTTLED DRINKING WATER
.C LOGO	ITU 33	76/115223		23 Aug 2000			PUBLISHED	ALCOHOLIC BEVERAGES, NAMELY, WINES
.C AND DESIGN	USE 16	76/145133		12 Oct 2000			PENDING	NEWSLETTERS IN THE FILED OF RESORT AND SPA INFORMATION AND EVENTS
.C AND DESIGN	USE 16	76/145199		12 Oct 2000			PENDING	NEWSLETTERS IN THE FIELD OF RESORT AND SPA INFORMATION AND EVENTS
.C AND DESIGN	USE 41	76/132264		20 Sep 2000			PENDING	PROVIDING RECREATIONAL FACILITY SERVICES, NAMELY, GOLF COURSE, TENNIS COURT, HEALTH CLUB AND COUNTRY CLUB SERVICES

REEL 00341 TRADE MARK FRAME 0943

# Status Report for Trademarks - The La Costa Company LP

Sec. 8/15  
Renewal  
Due

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

Goods/Services

Status

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

THE LA COSTA SPA 3 USE 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 USE 76/140005 03 Oct 2000 PENDING TOTE BAGS

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

THE LA COSTA SPA 30 ITU 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 ITU 76/115829 23 Aug 2000 PENDING BOTTLED DRINKING WATER

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

TRADEMARK

REF: 003411 FRAME: 0944

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
France	LA COSTA RESORT & SPA WITH DESIGN	SPORTS SHINKO CO., LTD.	5434741	5/6/92	5434741	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.	Pending

TRADEMARK

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	SPORT'S 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	SPORT'S SHINKO KABUSHIKI KAISHA	62-107084	9/25/87	2482595	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.	253401	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 LIFE FITNESS W/DESIGN	SPORTS SHINKO CO., LTD.	253400	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.	253399	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.	253398	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
Spain	CLUB LA COSTA	SPORTS SHINKO CO., LTD.							File Opened
Spain	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
Spain	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	LA 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	LA 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 and cosmetic surgery services; restaurant and catering services; all included in class 42.	Withdrawn

Domain Name	Expiration
Lacostacompany.com	1-21-02
Lacosta.com	9-28-02
Lacostaspa.com	10-28-02
Lacostaresortandspa.com	9-29-02
Lacostavacationresort.com	9-28-02
Lacostatennis.com	9-28-02
Lacostatennisclub.com	10-2-01
Lacostaracquetclub.com	9-29-02
Lacostahealthclub.com	9-28-02
Lacostagolfresort.com	9-29-02
Lacostagolfclub.com	9-27-02
Lacostagiftshop.com	9-27-02
Lacostashops.com	9-28-02
Lacostaspa.org	10-28-02
Lacostabeachhotel.com	9-27-02
Lacostabeachresort.com	12-4-02
Lacostabeachclub.com	9-28-02
Lacostaproducts.com	9-28-02
Golflacosta.com	7-21-02
Encinitasresort.com	9-27-02
Encinitasbeachclub.com	9-27-02
Encinitasbeachhotel.com	9-28-02
Lacostaco.com	1-13-02
Lacostagolf.com	3-12-03

TRADEMARK

RECORDED: 10/19/2006

REEL: 003411 FRAME: 0948