

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Macerich Management Company		12/31/2011	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Simon Property Group, LP		
<b>Street Address:</b>	225 West Washington Street		
<b>City:</b>	Indianapolis		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	46204		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3099465	LEWIS & CLARK AN AMERICAN ADVENTURE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3172369907		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	3176358900		
<b>Email:</b>	ptodocket@bgdlegal.com		
<b>Correspondent Name:</b>	Sherri K. Nierste		
<b>Address Line 1:</b>	10 West Market Street		
<b>Address Line 2:</b>	2700 Market Tower		
<b>Address Line 4:</b>	Indianapolis, INDIANA 46204		
<b>ATTORNEY DOCKET NUMBER:</b>	608901.096837		
<b>NAME OF SUBMITTER:</b>	Sherri K. Nierste		
<b>Signature:</b>	/Sherri K. Nierste/		

CH \$40.00 3099465

Date:

11/26/2012


Total Attachments: 2

source=096837 - Simon LEWIS & CLARK Tm Assignment#page1.tif

source=096837 - Simon LEWIS & CLARK Tm Assignment#page2.tif

Assignment of Trademark

WHEREAS, Macerich Management Company, a California corporation ("Assignor") owns the following United States trademark registration (the "Mark"):

Trademark	Reg. No.	Reg. Date
 The logo features the name "Lew Clark" in a large, elegant cursive script. Below the name is a horizontal line, and underneath that line, the words "AN AMERICAN ADVENTURE" are written in a smaller, all-caps, sans-serif font. There are some faint, illegible marks above the name, possibly representing a signature or a date.	3,099,465	May 30, 2006

WHEREAS, the Mark is used in connection with the operation of a certain retail center known as Southern Hills Mall, located in Sioux City, Iowa (the "Property");

WHEREAS, the Property is owned by SM Southern Hills Mall, LLC, a Delaware limited liability company ("Owner");

WHEREAS, effective as of December 31, 2011, certain upstream ownership interests in Owner were transferred to Simon Property Group, LP, a Delaware limited partnership ("Assignee"); and

WHEREAS, in connection therewith, Assignor wishes to assign to Assignee, effective as of December 31, 2011, its right, title and interest in and to the Mark and all rights thereto and goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Assignor does hereby assign unto the Assignee all right, title, and interest in and to the Mark, together with the goodwill of the business as symbolized by the Mark, and any United States and foreign registrations and applications that may be created therefrom.

Assignor hereby makes this written assignment, with right of the Assignee to sue under the Mark for any past, present or future infringement by third parties.

Assignor agrees, at Assignee's expenses, to provide cooperation and to execute instruments and documents as reasonably requested and necessary for the making and prosecution of any application(s) for U.S. or foreign registrations of the Mark, for litigation regarding the Mark, or for the purpose of protecting title to the Mark.

///

///

///

///


///

///

IN WITNESS WHEREOF, each party acknowledges that a duly authorized representative of such party has executed this Agreement as of the date set forth below, and acknowledges that such party has read, understands and agrees to the terms and conditions of this Assignment.

"Assignor"

MACERICH MANAGEMENT COMPANY

By:   
\_\_\_\_\_  
Madonna R. Shannon,  
Senior Vice President and Assistant Secretary

Date: 11/16/12 \_\_\_\_\_

"Assignee"

SIMON PROPERTY GROUP, LP

By: SIMON PROPERTY GROUP, INC.,  
general partner

By:   
\_\_\_\_\_  
James M. Barkley, Secretary

Date: 11/26/12 \_\_\_\_\_