

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	01/19/2007

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Weebairn, Inc.	FORMERLY BHPC Marketing, Inc.	01/19/2007	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

Name:	BHPC Associates LLC
Street Address:	1370 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	Limited Liability Corporation: DELAWARE

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
Registration Number:	1810818	BEVERLY HILLS ATHLETIC CLUB
Registration Number:	1947244	BEVERLY HILLS POLO CLUB
Registration Number:	2855713	BEVERLY HILLS POLO CLUB
Registration Number:	2181220	BEVERLY HILLS POLO CLUB
Registration Number:	2214846	BEVERLY HILLS POLO CLUB
Registration Number:	1429311	BEVERLY HILLS POLO CLUB
Registration Number:	2091892	BEVERLY HILLS POLO CLUB
Registration Number:	1751058	BEVERLY HILLS POLO CLUB
Registration Number:	2567665	BEVERLY HILLS SURF & SUN
Registration Number:	1547468	BHPC
Registration Number:	2742893	CHEVAL

**CORRESPONDENCE DATA**

**900068883**

**TRADEMARK  
 REEL: 003477 FRAME: 0498**

**OP \$290.00 1810818**

Fax Number: (212)527-7701  
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ATTORNEY DOCKET NUMBER:	21010/8202549-000
NAME OF SUBMITTER:	Paul Fields
Signature:	/Paul Fields/
Date:	02/08/2007

Total Attachments: 3  
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**TRADEMARK ASSIGNMENT**

WHEREAS, **Weebairn, Inc. f/k/a BHPC Marketing, Inc.**, a corporation organized and existing under and by virtue of the laws of California and having a place of business at 27129 Calle Arroyo, Suite 1821, San Juan Capistrano, California 92675 (herein "Assignor"), owns and has used in its business the trademarks listed in attached Schedule A (the "Assigned Trademarks"); and

WHEREAS, BHPC Associates LLC, a limited liability corporation organized and existing under and by virtue of the laws of Delaware and having a place of business at 1370 Broadway, New York, New York 10018 (herein "Assignee"), is desirous of acquiring the entire, right, title and interest in and to the Assigned Trademarks and in and to any registrations, renewals and extension that may be granted thereon, together with the good will of the business connected therewith;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor has sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto Assignee, its successors or assigns, the entire right, title and interest in and to the Assigned Trademarks and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

**Weebairn, Inc. f/k/a BHPC Marketing, Inc.**





Dated: 01/19/2007


By: 


Print Name: Don Garrison


Print Title: President

**SCHEDULE A**

<b><u>TRADEMARK</u></b>	<b><u>REG. NO.</u></b>	<b><u>REG. DATE</u></b>
BEVERLY HILLS ATHLETIC CLUB	1,810,818	12/14/1993
BEVERLY HILLS POLO CLUB	1,947,244	01/09/1996
BEVERLY HILLS POLO CLUB	2,855,713	06/22/2004
	2,181,220	08/11/1998
	2,214,846	12/29/1998
	1,429,311	02/17/1987
	2,091,892	08/26/1997

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	1,751,058	02/09/1993
BEVERLY HILLS SURF & SUN	2,567,665	05/07/2002
BHPC	1,547,468	07/11/1989
CHEVAL	2,742,893	07/29/2003

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