

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Westfield Licensing Company		06/30/2009	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	The Biltmore Company		
Street Address:	One North Pack Square		
City:	Asheville		
State/Country:	NORTH CAROLINA		
Postal Code:	28801		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3210613	BILTMORE	
CORRESPONDENCE DATA			
Fax Number:	(864)987-9686		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	864 987 9696		
Email:	docketing@mullinaxpatent.com		
Correspondent Name:	J. Bennett Mullinax		
Address Line 1:	P O Box 26029		
Address Line 4:	Greenville, SOUTH CAROLINA 29616-1029		
ATTORNEY DOCKET NUMBER:	BIL56TM		
NAME OF SUBMITTER:	J. Bennett Mullinax		
Signature:	/J. Bennett Mullinax/		
Date:	07/14/2009		

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Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

WHEREAS, Westfield Licensing Company (Assignor), a corporation organized under the laws of the State of Nevada and having a mailing address of 148 Augusta Street, Henderson, Nevada 89074 is the owner of U. S. Trademark Registration No. 3,210,613 and Canadian Registration TMA 673561;

WHEREAS, The Biltmore Company (Assignee), a corporation organized under the laws of the State of Delaware and having a principal place of business at One North Pack Square, Asheville, North Carolina 28801 is desirous of acquiring any and all rights that Assignor may have in and to the said registrations therefor, together with the underlying goodwill of the business in connection with which the said marks are used and which is symbolized by the said marks, along with the right to recover for damages and profits for past infringements from third parties thereof;

NOW, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the said registrations for the United States and Canada, and throughout the world together with the underlying goodwill of the business in connection with which the said marks are used and which is symbolized by the said marks, along with the right to recover for damages and profits for past infringements from third parties thereof.

THE BILTMORE COMPANY

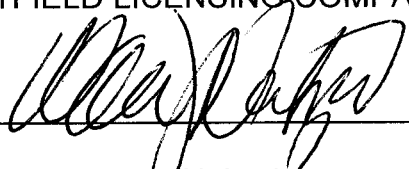
By: 

Name: Jerome B. Douglas

Its: Senior Vice President

Date: 7/6/09

WESTFIELD LICENSING COMPANY

By: 

Name: Warren J. Neitzel

Its: Gen. Counsel & Corporate Secty.

Date: 6/30/09