

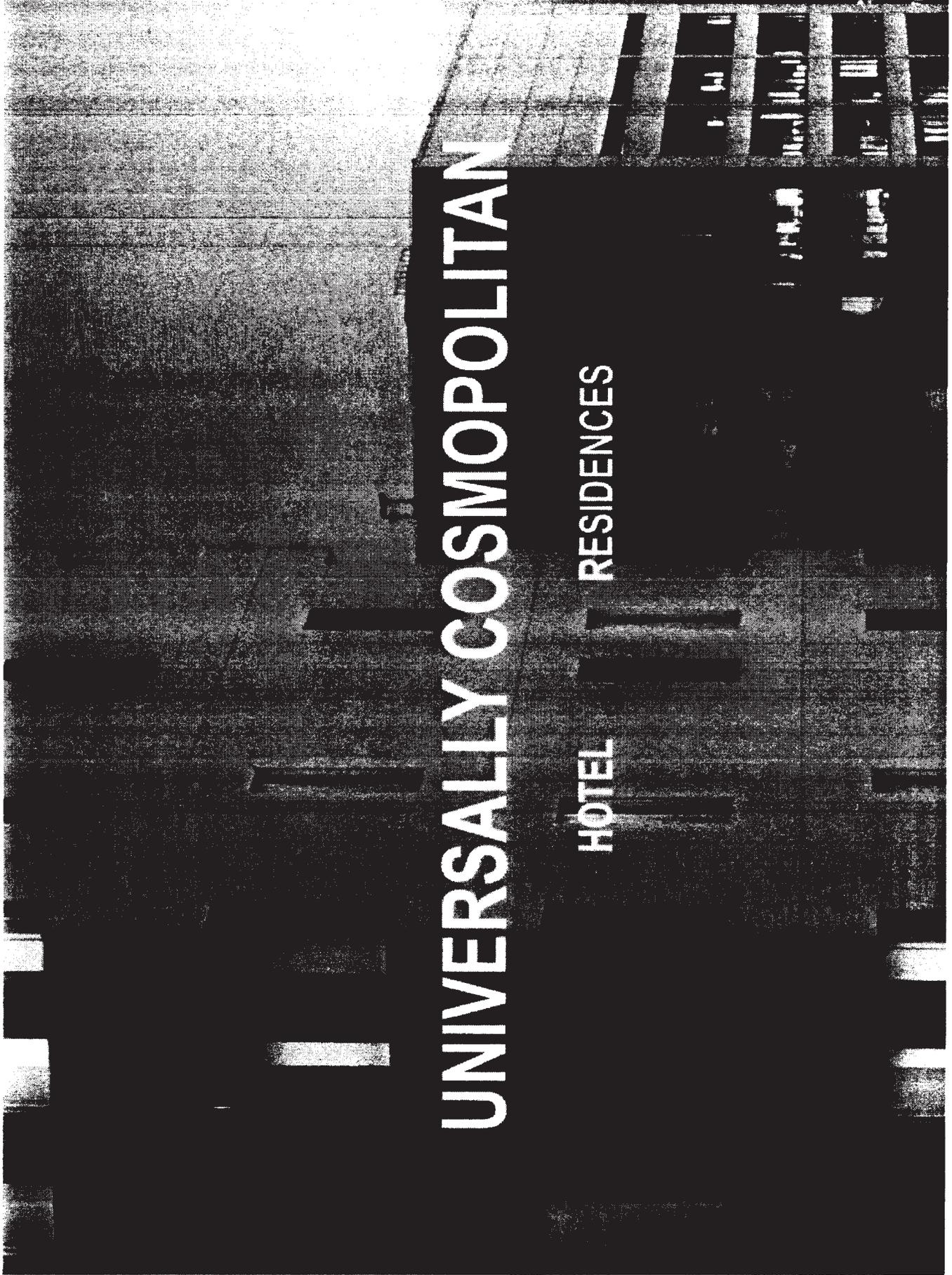
ESTTA Tracking number: **ESTTA683515**

Filing date: **07/14/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91215734
Party	Plaintiff Assa Realty, LLC
Correspondence Address	RICHARD J MIGLIACCIO 410 PARK AVENUE, STE 1630 NEW YORK, NY 10022 UNITED STATES joel@assaproperties.com, richard@assaproperties.com
Submission	Motion for Summary Judgment
Filer's Name	Joel Scott Ray
Filer's e-mail	joel@assaproperties.com, richard@assaproperties.com
Signature	/Joel Scott Ray/
Date	07/14/2015
Attachments	Exhibit 39-A.pdf(3460375 bytes) Exhibit 39-B.pdf(3779964 bytes) Exhibit 40.pdf(2362377 bytes) Exhibit 41.pdf(67896 bytes) Exhibit 42.pdf(4752264 bytes) Exhibit 43.pdf(72874 bytes) Exhibit 44.pdf(74272 bytes) Exhibit 45.pdf(58459 bytes) Exhibit 46.pdf(60287 bytes) Cert of Service.pdf(22149 bytes)

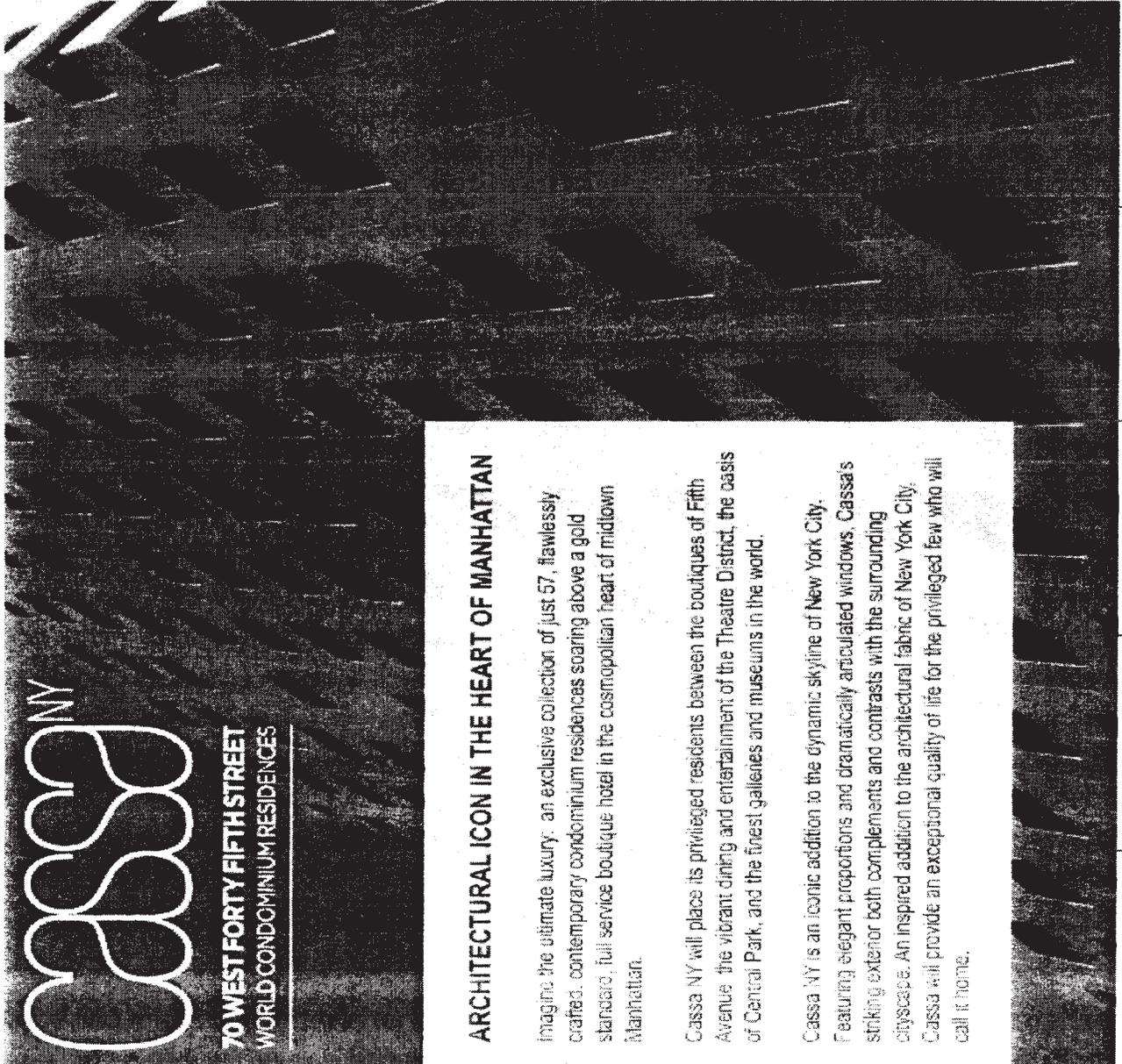
EXHIBIT 39



UNIVERSALLY COSMOPOLITAN

HOTEL

RESIDENCES



CASSA^{NY}

70 WEST FORTY FIFTH STREET
WORLD CONDOMINIUM RESIDENCES

ARCHITECTURAL ICON IN THE HEART OF MANHATTAN

Imagine the ultimate luxury: an exclusive collection of just 57, flawlessly crafted, contemporary condominium residences soaring above a gold standard, full service boutique hotel in the cosmopolitan heart of midtown Manhattan.

Cassa NY will place its privileged residents between the boutiques of Fifth Avenue, the vibrant dining and entertainment of the Theatre District, the oasis of Central Park, and the forest galleries and museums in the world.

Cassa NY is an iconic addition to the dynamic skyline of New York City. Featuring elegant proportions and dramatically articulated windows, Cassa's striking exterior both complements and contrasts with the surrounding cityscape. An inspired addition to the architectural fabric of New York City, Cassa will provide an exceptional quality of life for the privileged few who will call it home.

DESIGN

SERVICES

AMENITIES

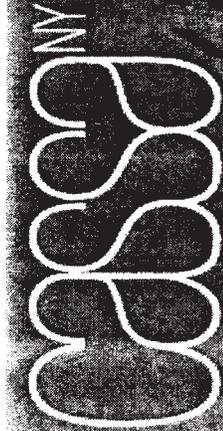
RESIDENCES

FLOORPLANS

LOCATION

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70 WEST FORTY FIFTH STREET
WORLD CONDOMINIUM RESIDENCES

DEVELOPED BY

Asa Properties

Founded by Solly and Isaac Asa, Asa Properties has been developing and investing in major residential, retail and commercial properties since 2000. The firm has acquired over three million square feet of premier assets located throughout the United States and Mexico. Starting in 2002, Asa Properties began acquiring buildings within the New York City Area, namely 743 Fifth Avenue, 2 Herald Square and 6 Times Square - originally the Knickerbocker Hotel built by John Jacob Astor - with an eye towards building luxury retail and hotel experiences in some of the New York City's most distinctive neighborhoods. They have since evolved their original vision with two new developments, Cassa and Galena, full-service luxury hotels and condominiums that will offer premium hotel services to their full-time residents.

ARCHITECTURE BY

TEN Arquitectos/Enrique Northen

TEN Arquitectos, which Enrique Northen founded in 1986, maintains offices in New York and Mexico City. The firm has worked on a broad array of award-winning and acclaimed architectural projects of diverse types and scales, including furniture design, single-family apartments and houses, residential, commercial and cultural buildings, parks, and urban design and redevelopment projects. Current projects include the Guggenheim Museum Guadalajara (Guadalajara, Jalisco, Mexico); Brisas W (Acapulco, Guerrero, Mexico); Orange County Great Park (Orange County, CA); and a new vision for Rutgers University's College Avenue Campus (New Brunswick, NJ). Amongst TEN Arquitectos' most recognized projects are the One York Tribeca Residential Building (New York, NY), the National School of Theater at the National Center of the Arts, Mexico City; and the Televisa Mixed Use Building, Mexico City (1st Prize "Mies Van Der Rohe Pavilion" of Latin American Architecture, Barcelona, Spain, 1998).

IN COLLABORATION WITH

CetraRuddy

Founding principals John Ceira and Nancy J. Ruddy have been providing quality projects in architecture, planning, interior design and product design for more than 20 years. Leading a team of over 75 highly accomplished professionals, the firm develops highly crafted, technically excellent projects that have secured CetraRuddy its award-winning reputation. CetraRuddy's sophisticated problem-solving capabilities are integral to the designs of diverse project types that include hospitality, residential, cultural/educational, investment commercial, commercial interiors and wildlife habitats. Recent hotel and hotel/residences include the Aloft Starwood Hotel in New York, Ark55 Hotel in midtown Manhattan, One Charlotte in Charlotte, NC, and Choice Marina Resort in Cochin, India. Other prestigious projects include One Madison Park, The Barbizon, The Starhope, Orion, 141 Fifth Avenue, and Tiger Mountain and the Butterfly House at the Bronx Zoo.

SALES BY

Prodigy Network

Prodigy Network is a fully integrated real estate company, dedicated to representing third-party developers as the exclusive organization for sales and marketing of premier condominium projects. The company has an impressive track record of driving sophisticated international buyers to the most exclusive properties in New York, Miami, Dominican Republic, Panama, Mexico and Costa Rica through a global network of brokers from locations around the world including India, Singapore, China, Japan, Korea, Spain, Italy, UK, Ireland, Switzerland, Russia, Colombia, Venezuela and Mexico.

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DESIGN STATEMENT

TEN Arquitectos/Enrique Norten

The tower will strike a prominent profile in the Manhattan skyline, distinguishing itself from the conventional glass and stone edifices surrounding it. Its delicate proportion is unique among its neighbors as a result of its slender floorplates. The resulting form creates an obelisk marking its location among the chorus of the midtown skyline.

The tower's windows and their punctured rhythm become the façade's only ornaments, brought to life by the guests and residents that dwell inside. It is their activity, registering itself on the tower's skin, that make the building glow.

The challenge was to combine the very private functions of the luxury residences with the public functions of the boutique hotel, restaurant and lounge, allowing them to co-exist while functioning independently. The result is a sequence of fluid spaces that converge at the shared lobby, merging interior and exterior, intimate and urban.

CetraRuddy

The interior public spaces were designed to welcome and inspire. As you enter the building, soaring fine-tuned volumes accented by luxurious materials and the finest artwork and sculptural elements greet you. The lush garden is a private oasis within midtown Manhattan and is a focal point of the experience of the hotel and residences.

Within the vocabulary of the modernism of the building, the finest wood, stone, glass, lacquer and leather finishes from around the world were selected to create the most refined living experience. Diverse, tactile finishes of crystalline and hand-chiseled materials create a symphony of experiences.

The interior design and planning of the hotel and residences create refined spaces that accentuate the unique plan of the building. Creating a unified design statement for the building's exterior and interior, light and reflective materials were selected for the interior to create light-filled environments. A refined palette of pale wood, limestone and glistening stainless steel create a carefully crafted interior.

DESIGN

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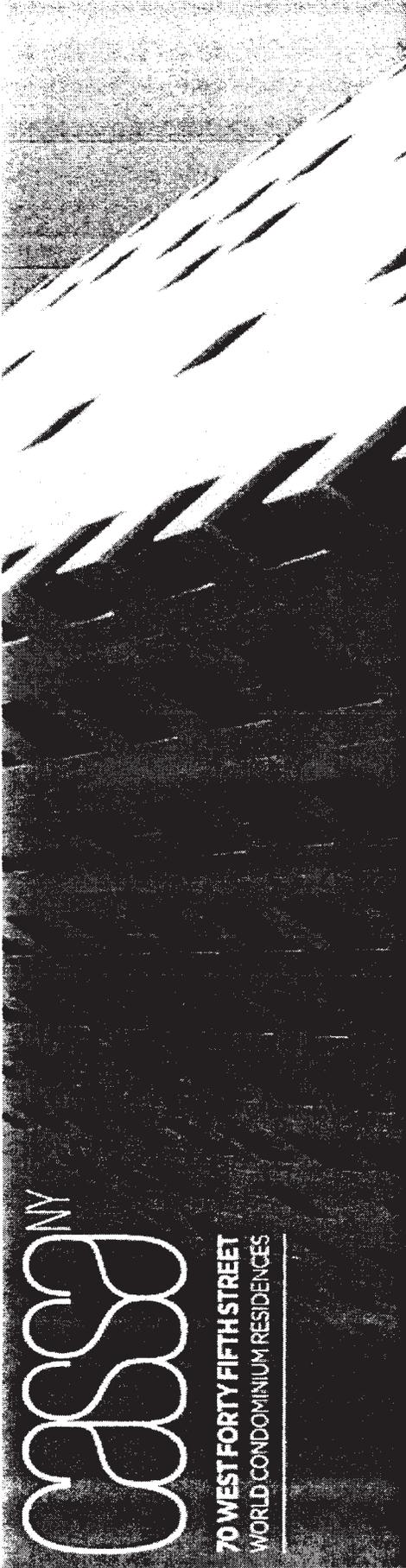
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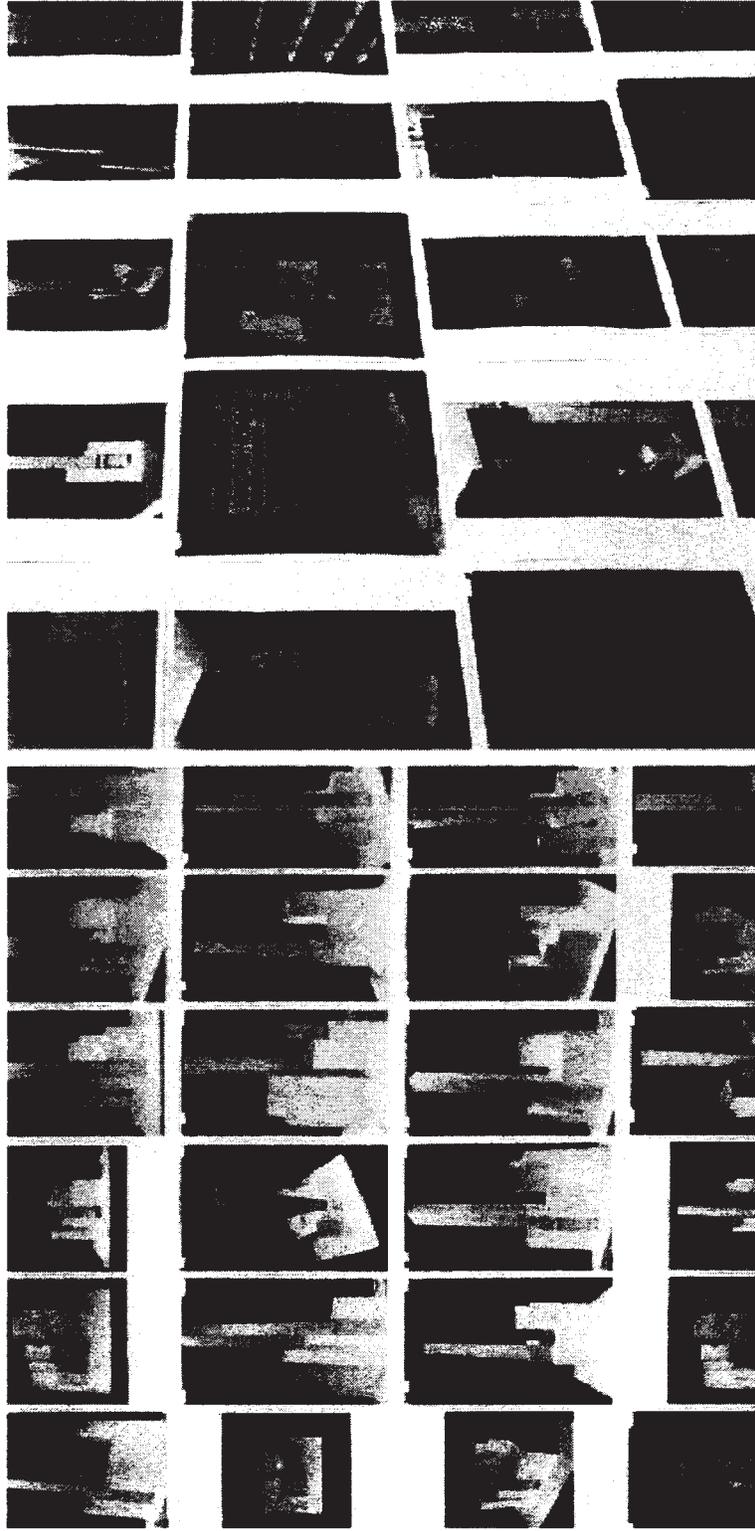
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CASS NY

70 WEST FORTY FIFTH STREET
 WORLD CONDOMINIUM RESIDENCES



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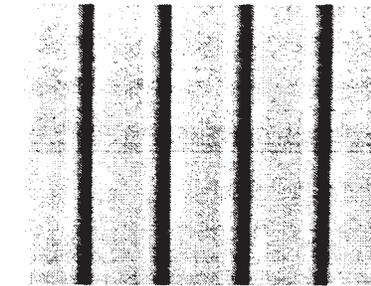
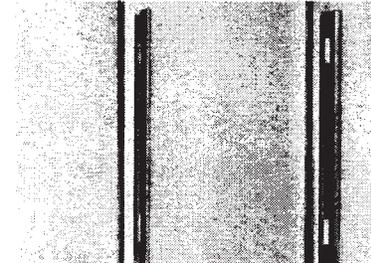
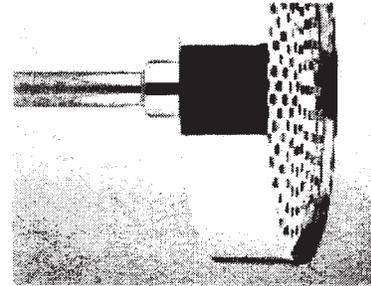
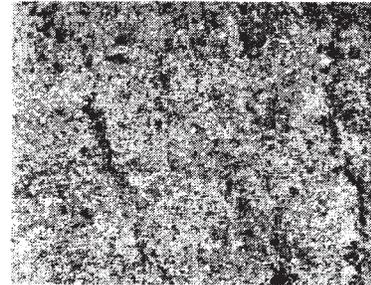
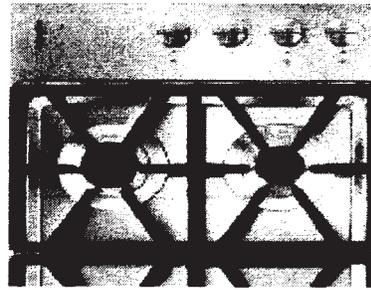
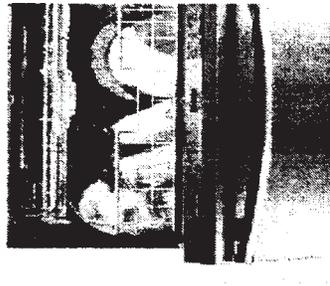
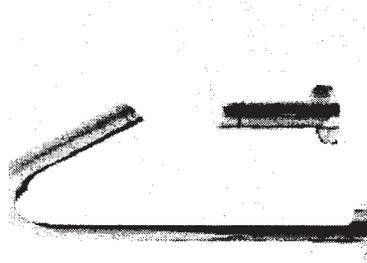
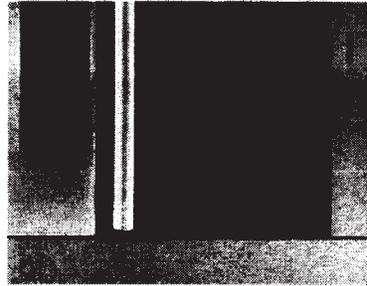
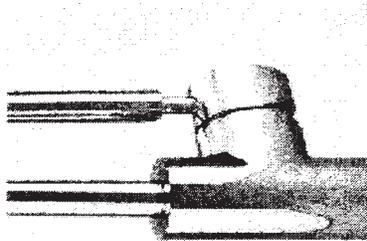
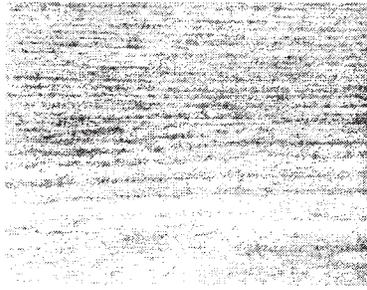
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CASS^{NY}

70 WEST FORTY FIFTH STREET
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CASSA NY

10 WEST FURTH STREET
MANHATTAN, NY 10011



10 WEST FURTH STREET
MANHATTAN, NY 10011

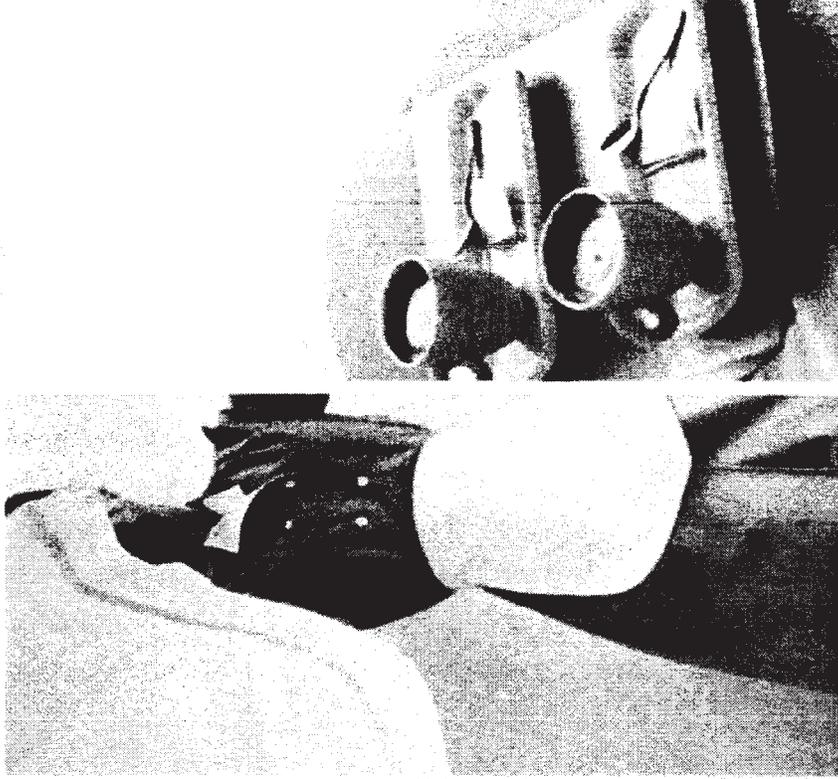
IN THE TRADITION OF THE WORLD'S FINEST HOTELS

A private residence perched atop a world-class boutique hotel in offers the ultimate in urban luxury.

A la carte services include:

- 24-hour room service
- Full housekeeping and turn down services
- In-room spa services
- 24-hour concierge
- Child-care services
- Pet-care services
- Daily fresh flower deliveries
- Limousine and valet services
- Overnight shoeshine service

[Visit Cassa Hotel website >](#)



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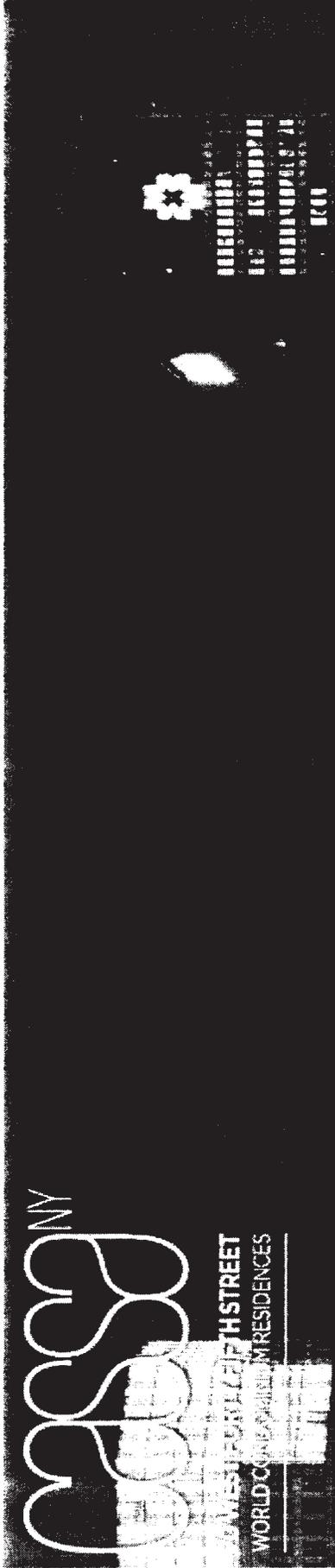
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ADDITIONAL SERVICES



GARDE ROBE

Garde Robe, a premiere wardrobe storage and personal valet service, provides climate-controlled storage for your favorite pieces, footwear and accessories. Garde Robe representatives will come to your home to pack and collect the items you don't wear every day. They also offer same-day garment preparation and delivery so items in Garde Robe's care are always easily accessible and delivered in pristine, ready-to-wear condition.

[Visit the Garde Robe website >](#)



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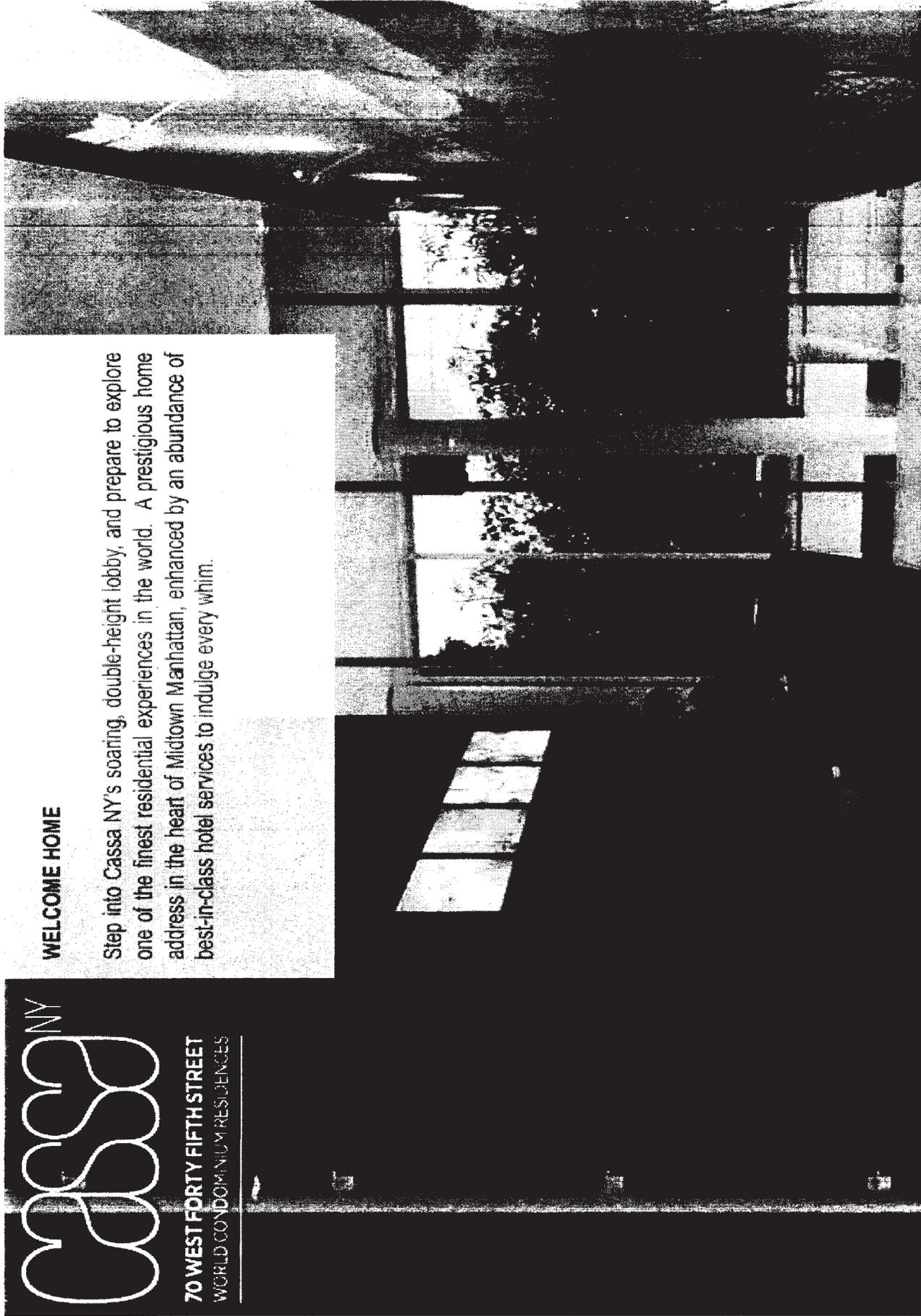
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CASS NY
70 WEST FORTY FIFTH STREET
 WORLD CONDOMINIUM RESIDENCES

WELCOME HOME

Step into Cassa NY's soaring, double-height lobby, and prepare to explore one of the finest residential experiences in the world. A prestigious home address in the heart of Midtown Manhattan, enhanced by an abundance of best-in-class hotel services to indulge every whim.



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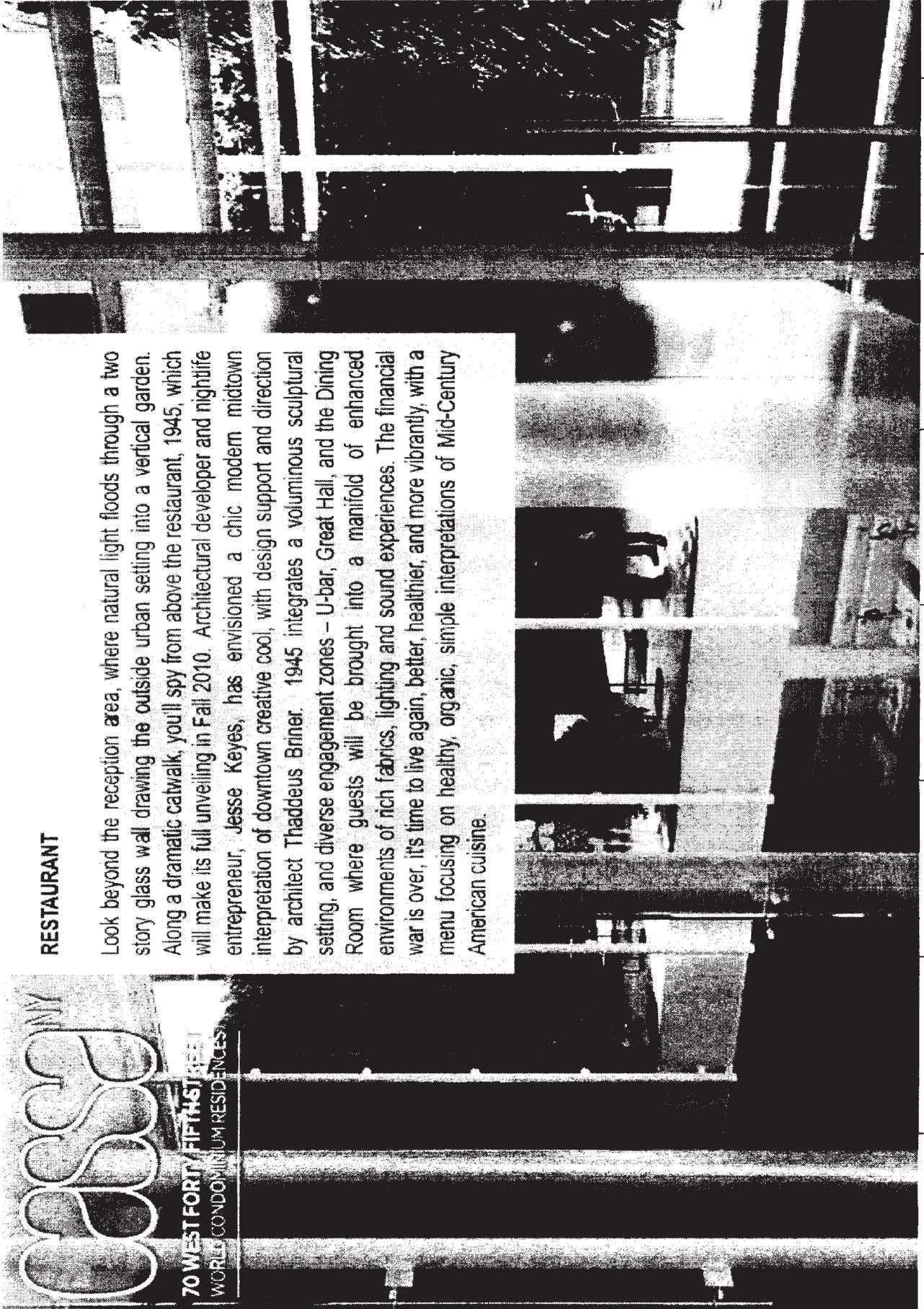
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RESTAURANT

Look beyond the reception area, where natural light floods through a two story glass wall drawing the outside urban setting into a vertical garden. Along a dramatic catwalk, you'll spy from above the restaurant, 1945, which will make its full unveiling in Fall 2010. Architectural developer and nightlife entrepreneur, Jesse Keyes, has envisioned a chic modern midtown interpretation of downtown creative cool, with design support and direction by architect Thaddeus Briner. 1945 integrates a voluminous sculptural setting, and diverse engagement zones – U-bar, Great Hall, and the Dining Room where guests will be brought into a manifold of enhanced environments of rich fabrics, lighting and sound experiences. The financial war is over, it's time to live again, better, healthier, and more vibrantly, with a menu focusing on healthy, organic, simple interpretations of Mid-Century American cuisine.



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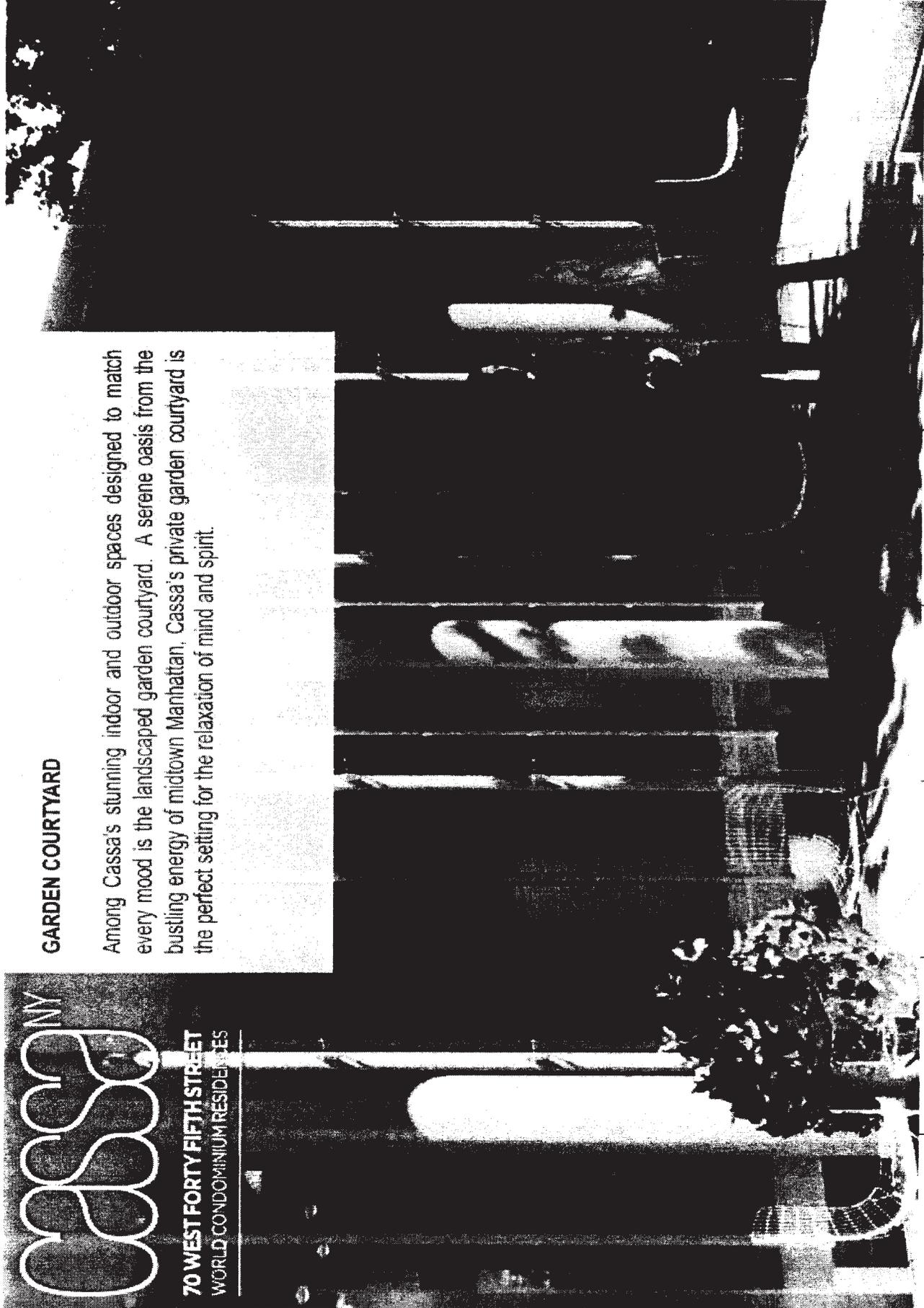
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GARDEN COURTYARD

Among Cassa's stunning indoor and outdoor spaces designed to match every mood is the landscaped garden courtyard. A serene oasis from the bustling energy of midtown Manhattan, Cassa's private garden courtyard is the perfect setting for the relaxation of mind and spirit.



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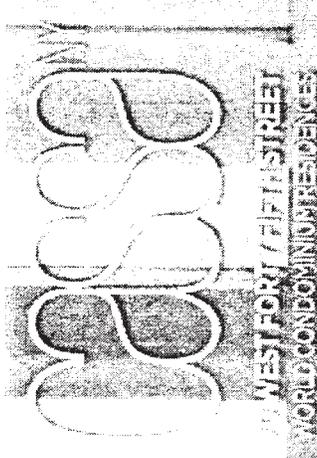
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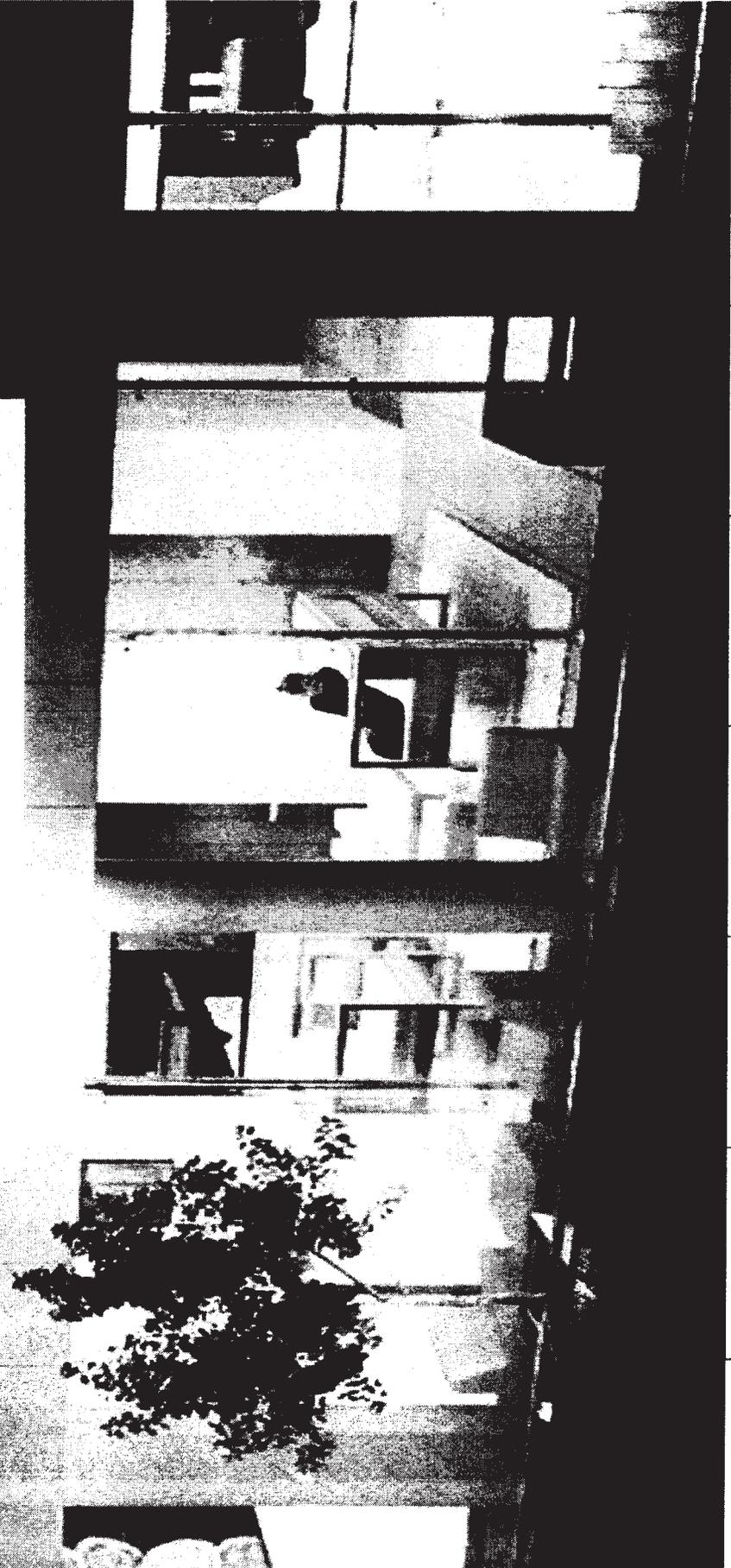
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LOUNGE AND TERRACE

From sunrise to sunset, Cassa's 8th floor lounge is an elegant, light-filled setting in which to congregate with friends or colleagues, connect with the world via high speed wireless internet, or simply catch up over coffee or cocktails.

The lounge flows into an outdoor terrace for socializing under the sun or the stars. Landscaping and luxe furnishings create continuity between the indoor and outdoor environments.



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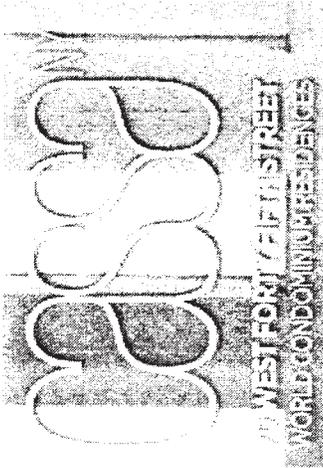
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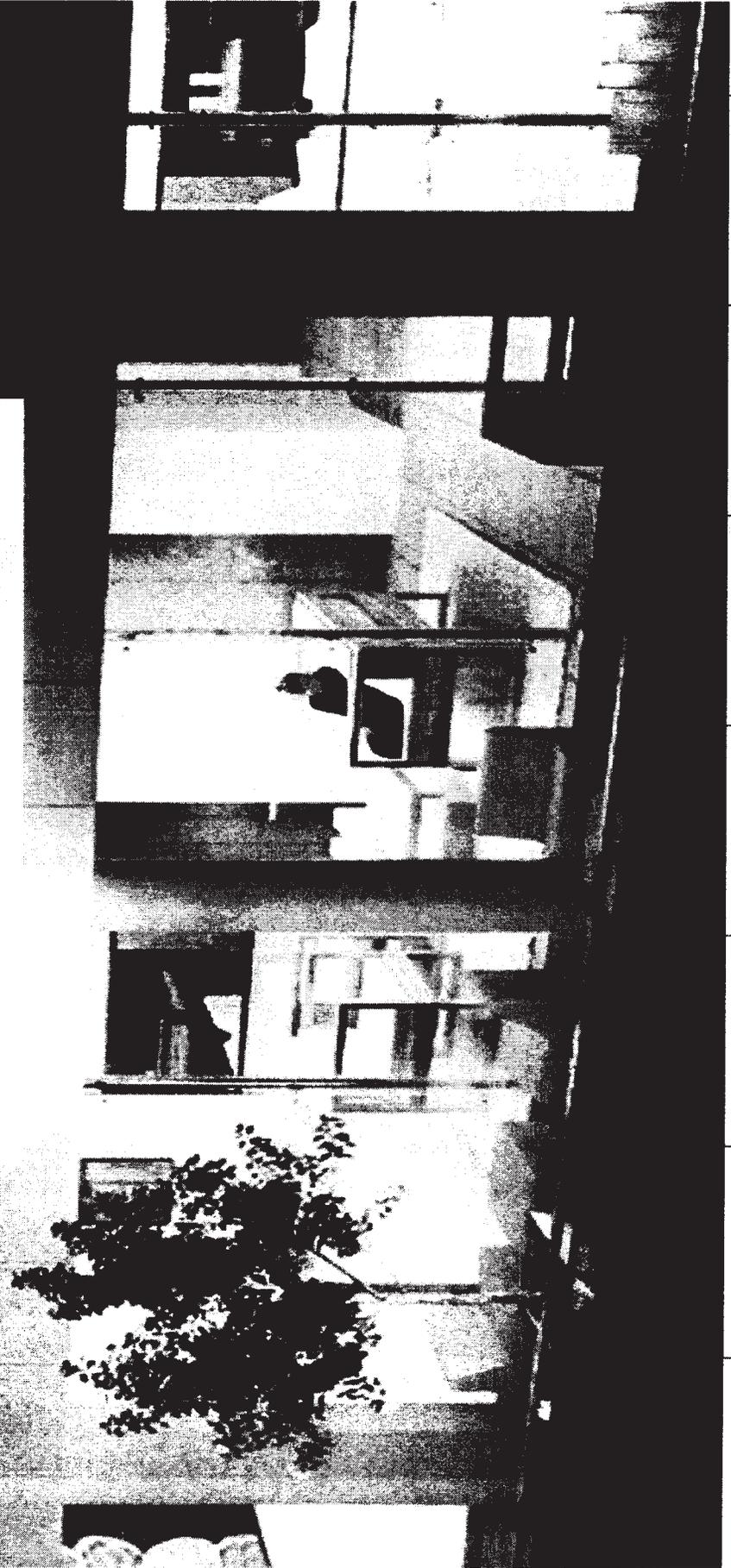
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FITNESS

A state of the art fitness studio offers cardiovascular and resistance training options for Cassa guests and residents.



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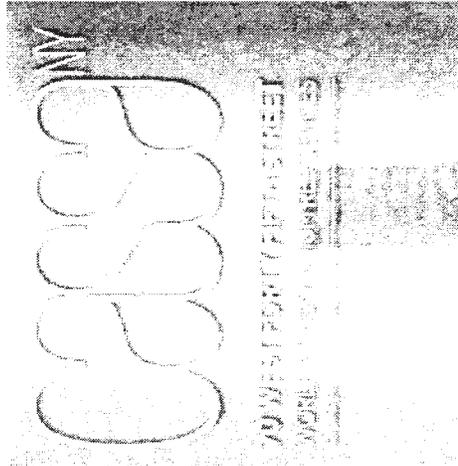
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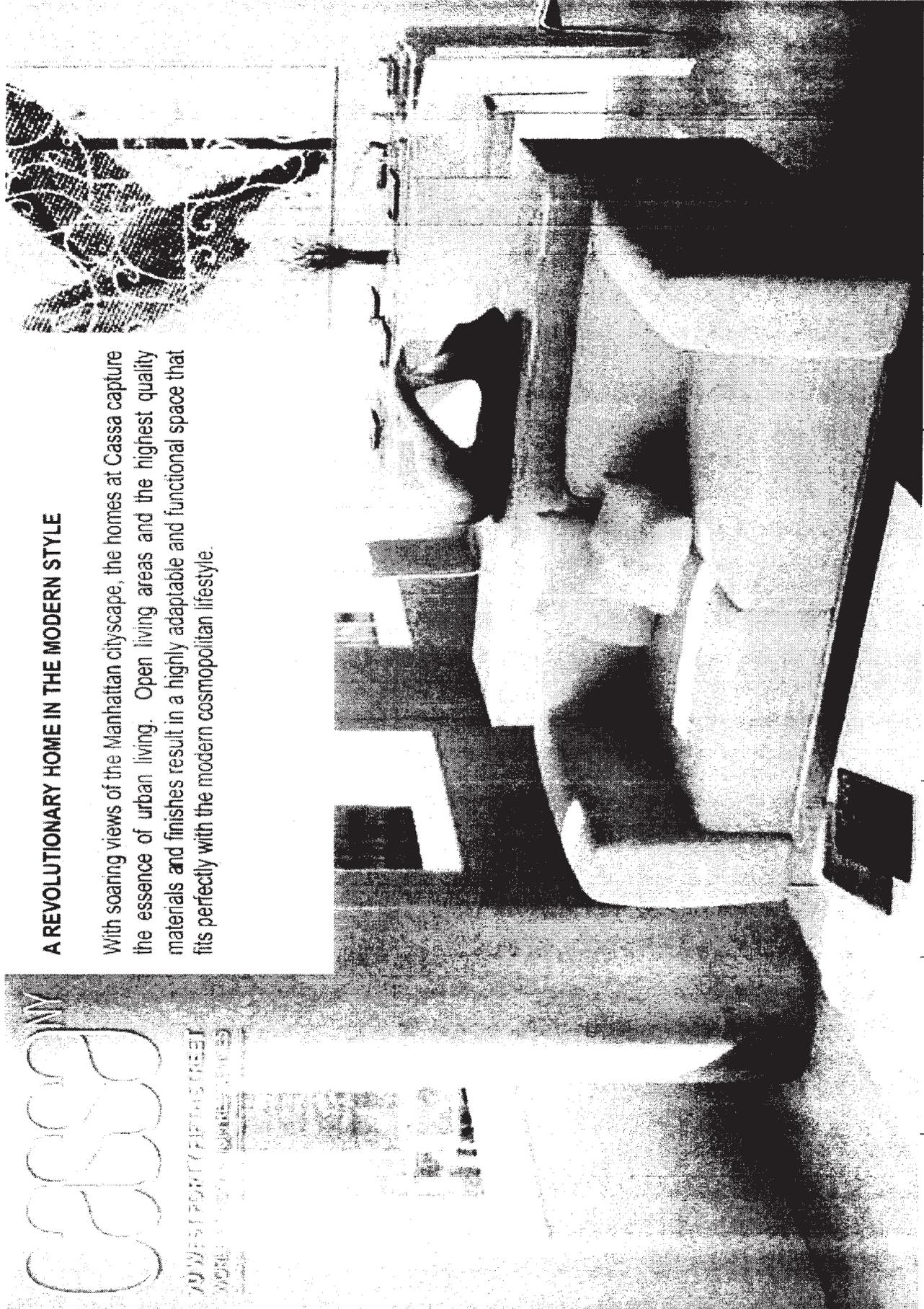
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A REVOLUTIONARY HOME IN THE MODERN STYLE

With soaring views of the Manhattan cityscape, the homes at Cassa capture the essence of urban living. Open living areas and the highest quality materials and finishes result in a highly adaptable and functional space that fits perfectly with the modern cosmopolitan lifestyle.



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10 WEST FORTY/FIFTH STREET
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KITCHEN

Cassa's sleek, fully integrated kitchens are elegantly designed to complement contemporary life, offering the perfect balance of form and function. Seamlessly integrated white lacquer cabinetry conceals the highest quality appliances from Miele, Liebherr and Wolf. Countertops are Pietra Bedonia stone.



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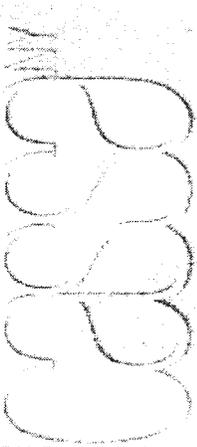
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INVESTMENT OPPORTUNITIES
FOR RESIDENTS AND INVESTORS

100 WEST 10TH STREET
NEW YORK, NY 10011
TEL: 212 398 4545
WWW.CASSANYC.COM

FLOOR PLANS

Cassa Ny offers an abundance of half and full floor-through apartments, and all offer corner exposures. Cassa's unique floorplans are available at the Cassa Showroom or by calling 212 398 4545.



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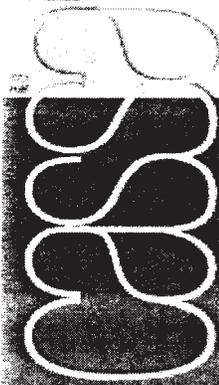
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70 WEST FORTY FIFTH STREET
WORLD CONDOMINIUM RESIDENTS

A RARE AND DESIRABLE OPPORTUNITY

Just steps from your front door are some of the world's most remarkable landmarks, renowned restaurants, fashionable shops and boutiques, and cultural opportunities. From world-class Broadway theater and four star dining to some Manhattan's most popular landmark destinations, such as Rockefeller Center, Fifth Avenue and Times Square, you can participate in the world's most dynamic city at your own pace

Click categories below to turn on/off

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- SHOPPING
- RESTAURANTS
- HOTELS
- SERVICES
- OFFICES

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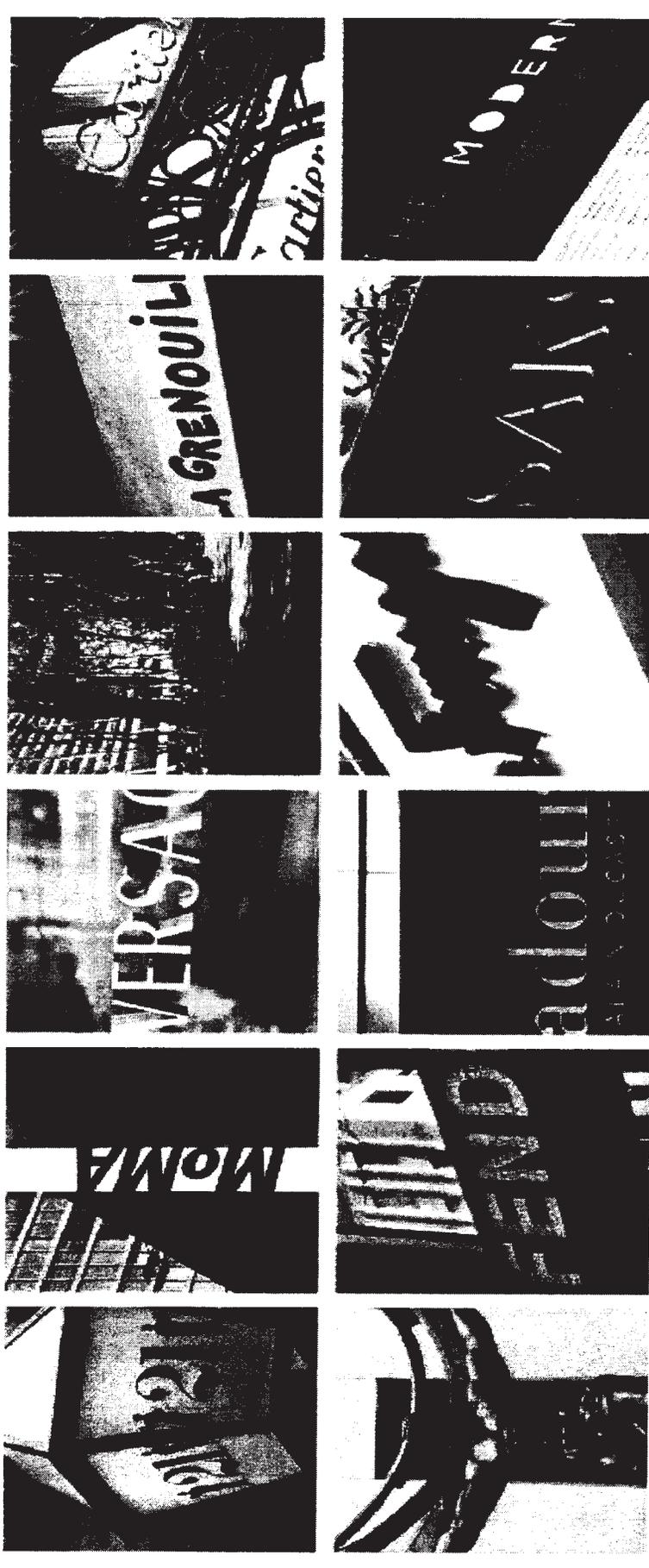
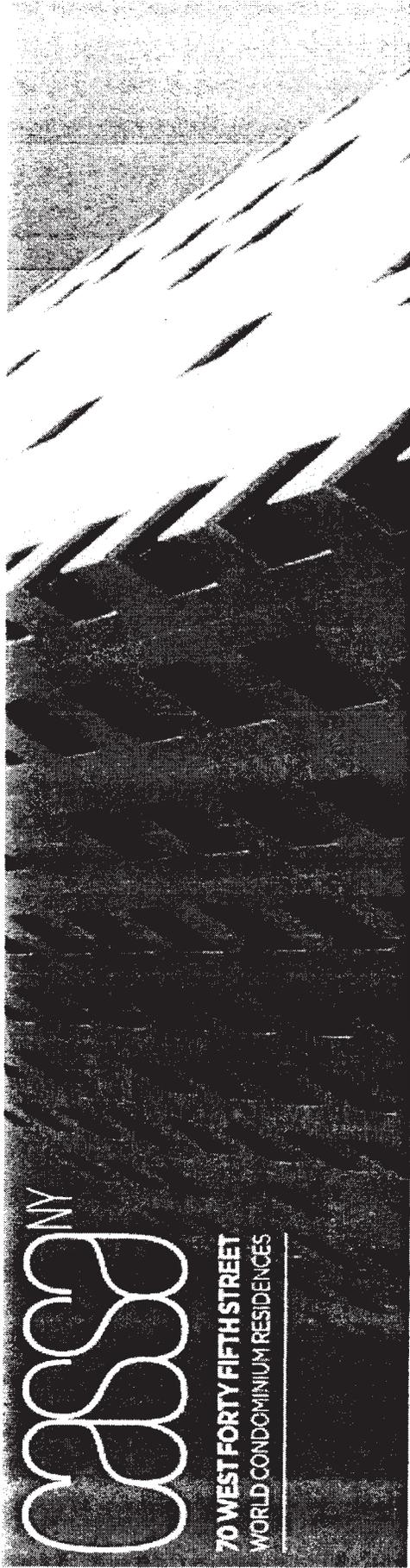
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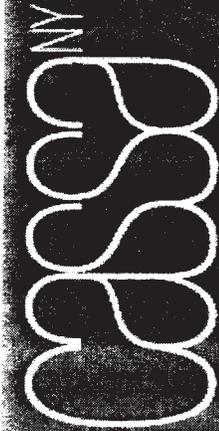
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Please contact the Showroom to schedule
an appointment on 212 398 4545 or
info@cassanyc.com

Marketing and Exclusive Sales Agent
Prodigy Network.

Cassa Sales Showroom
70 West 45th St
New York NY 10036
Tel 212 398 4545

www.cassanyc.com
info@cassanyc.com

To receive further information about our exclusive collection of world condominium residences,
please complete the contact form below:

*FIRST NAME

ADDRESS1

CITY

COUNTRY

*PHONE

COMMENT

*LAST NAME

ADDRESS2

STATE

ZIP

*EMAIL

* required

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EXHIBIT 40

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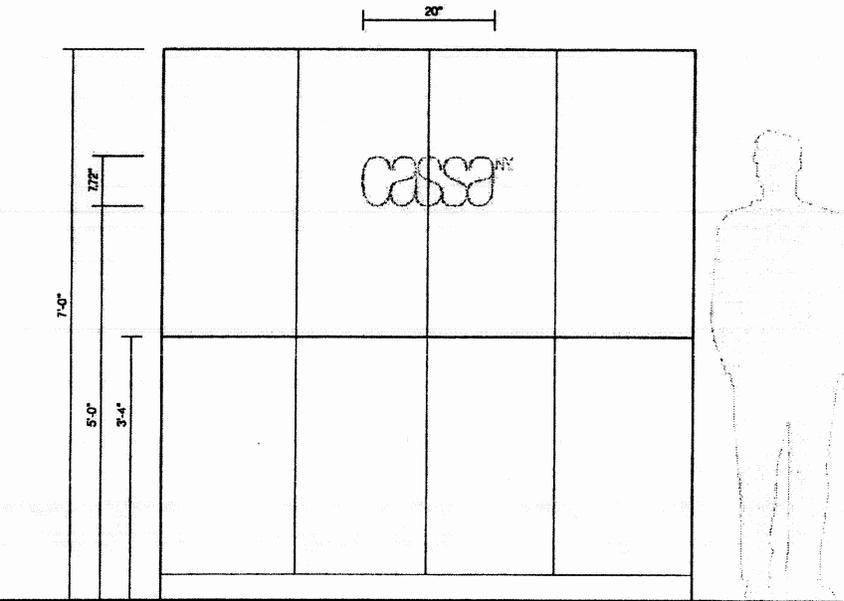
Location A
Logo Cabinet

Fabrications
Etched white matte lacquer

Installations

Notes:
All digital artwork to be provided by GHD.

Graham Henson Design LLC
60 Madison Avenue
Floor 11
New York, New York 10010
212 481 2858 telephone
212 481 0784 telefax
www.grahamhenson.com
info@grahamhenson.com



Client
Aesa Properties

Project
Cassa Sales Center

Architect

Drawing
Logo Cabinet

Page

Scale
1" = 1'-0" unless noted

Date
10 November 2008

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From: "Andrea Mignone" <A.Mignone@tmdre.com>
Subject: Cassa Rendering Comments
Date: November 14, 2008 11:39:18 AM EST
To: "William C. Harvey" <bill@assaproperties.com>
Cc: "Solly Assa" <solly@assaproperties.com>, "Robert Lebensfeld" <robert.lebensfeld@assaproperties.com>, "Monica Klingenberg" <M.Klingenberg@tmdre.com>, "Dorothy Lin" <dl@grahamhanson.com>, "Graham Hanson" <jgh@grahamhanson.com>

Below are our comments and suggestions on the Cassa Renderings. Please let us know if you have any questions.

Tight Living Room Rendering

1. Add more dishes to the shelf above the sink (all white is fine).
2. The coffee should be the same color as the coffee table in the other living room rendering (it may be correct in the high-res but does not appear the same in the print outs). Also, add accessories to the coffee table – consider beautiful coffee table art books, a glass bowl, and flowers.
3. The painting is hung too high. Consider replacing this with a mirror. If you want to stick with art please pick something more modern.
4. Add color to room by adding accent pillows on the sofa and a throw. The white palette is beautiful but it needs to be warmed up with some color so that it is more inviting.
5. Please put a beautiful kettle or a glass tea pot on the stove.
6. The sofa table behind the sofa does not appear in the other living room rendering – please be consistent.
7. The grain of the wood floor runs the other way in the other rendering.
8. Consider adding a tall piece of sculpture to the wall to the right of the kitchen. Something modern please.

Long living room rendering

1. Overall the rendering needs more color and warmth – it is too cold.
2. The coffee should be the same color as the coffee table in the other living room rendering (it may be correct in the high-res but does not appear the same in the print outs). Also, add accessories to the coffee table – consider beautiful coffee table art books, a glass bowl, and flowers.
3. Please add window treatments to all windows (soft sheers) and put views behind the windows.
4. Add color to room by adding accent pillows on the sofa and a throw. Make the current throw pillows more structured.
5. The architectural model on the dining room table is not a residential accessory. Please remove.
6. The painting is hung too high. Consider replacing this with a mirror. If you want to stick with art please pick something more modern.
7. What are the horizontal lines in the floor down the right of the rendering? Reflections? It should read as a smooth grain.
8. Consider adding a plant between the first and second windows to give the space some life.

Kitchen Rendering

1. Add more dishes to the shelf above the sink (all white is fine).
2. Please put a coffee/espresso machine to the right of the cook top. Something small and sleek.
3. What is the backsplash made of? Is it supposed to be lacquer?
4. Please make the vent hood more obvious. Right now it reads as part of the upper shelf.
5. Is faucet chrome or white? It looks white in the rendering.

Outdoor patio rendering

1. The couple walking need to be dressed more stylishly and they should be wearing seasonally compatible clothing – she is currently wearing a sun dress and he is wearing a jacket and long pants.
2. Large tree comments are deferred to Bill.
3. Please make the plants in the planters overflowing and lush. Ivy down the side would be lovely.

4. Can we add sleek modern cushions to the chairs to add just a hint of color?
5. Will there be umbrellas anywhere?
6. Please add a large beautiful glass pitcher filled with water with fresh fruit (lemons and limes) floating in it. Similar to what they provide at spas.
7. There is ivy running down the back wall in the rendering looking from the lobby out on the patio – can we add the ivy here too?
8. How about an ipod, newspaper, or book on the chaise?

Lobby Rendering

1. Add sparkle to cement. It looks too flat.
2. The lights above the reception desk should be on and glowing.
3. Flowers on concierge desk need to be more upscale.
4. Please put a different concierge attendant in instead. He should be wearing a uniform not a tuxedo.
5. Please change the woman standing in the lobby.
6. Please add votives or flowers to the table.

Rendering looking into lounge/terrace

1. Consider cropping the top and bottom of the rendering to eliminate some of the building.
2. Remove the guy from the second floor window.

Rendering looking into restaurant and outdoor patio

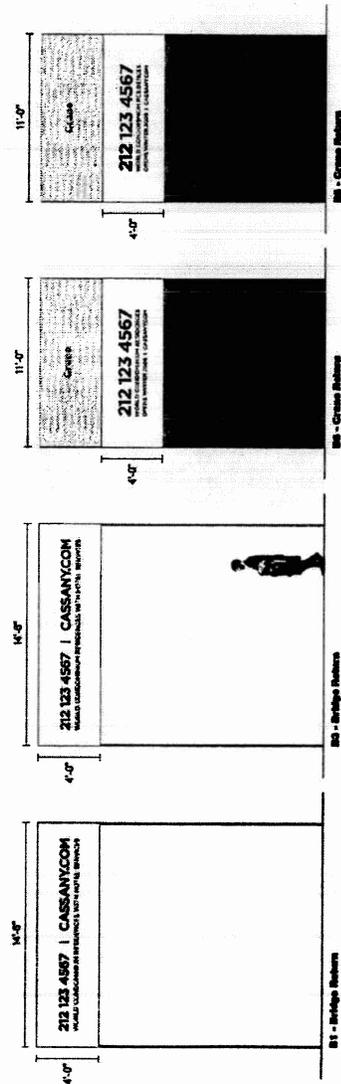
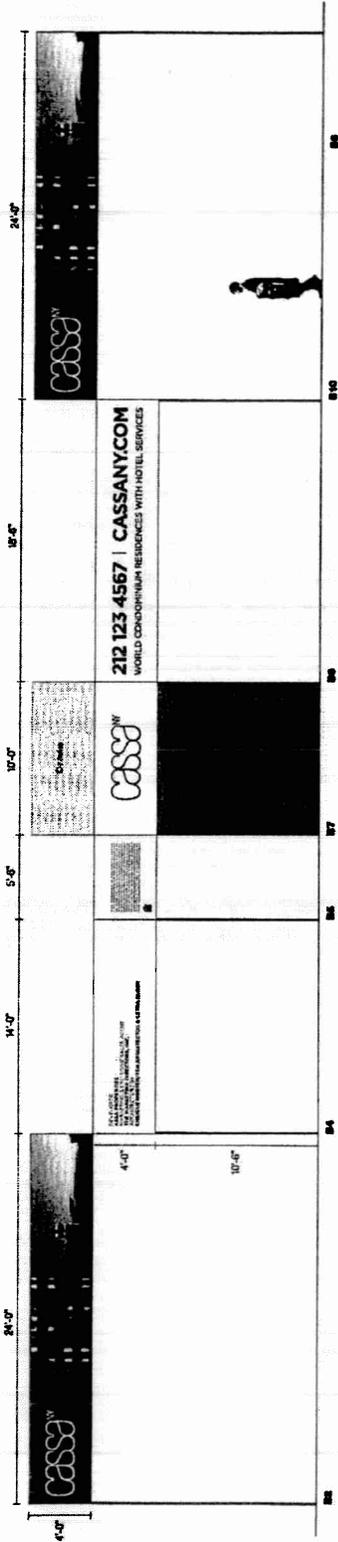
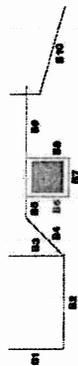
1. Remove the creepy old man.
2. The restaurant area is too dark. Please put candles on the table and a soft glow of light.
3. Can we add people and a waiter to the restaurant?
4. Remove the taxi cab and car reflections – they are disorientating.

Thanks,
andrea

Andrea Mignone
Project Manager
The Marketing Directors, Inc
750 Lexington Ave, 18th Floor
NY, NY 10022
Phone (212) 271-2835
Fax (212) 826-1122

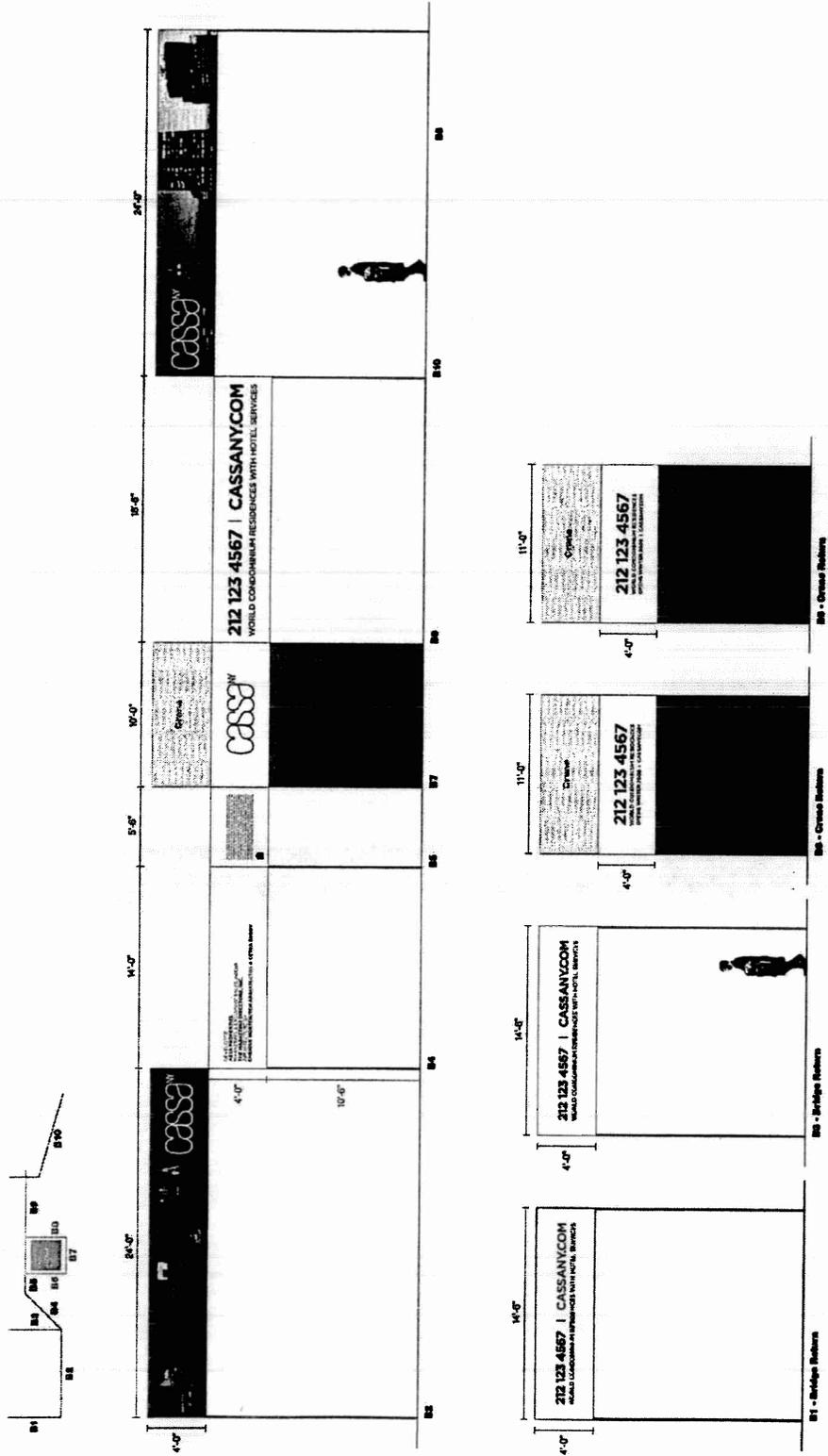
Alssa Properties
70 West 45 Street – Site Signage

Graham Hanson Design
17 November 2008



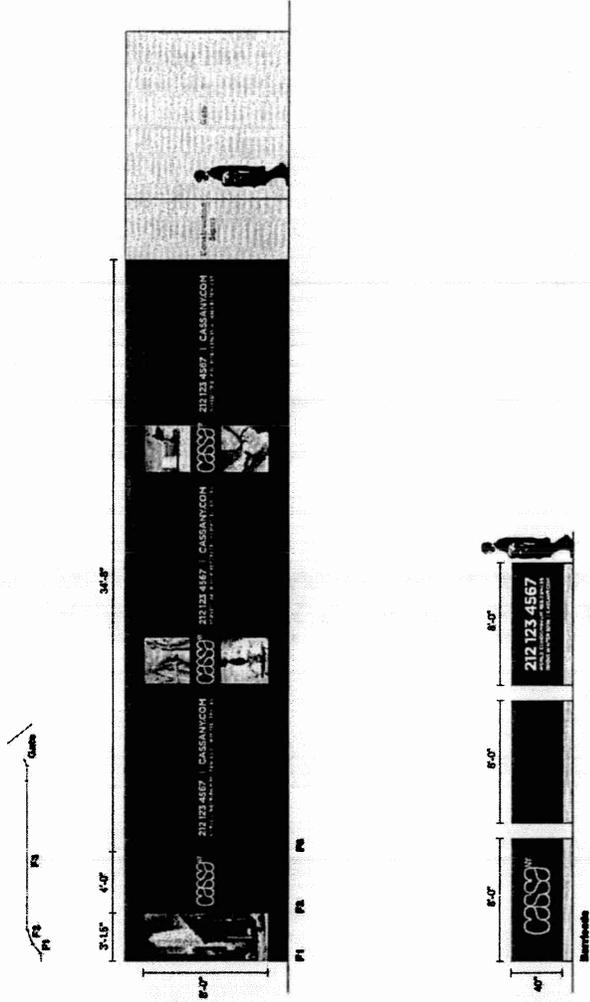
**Assa Properties
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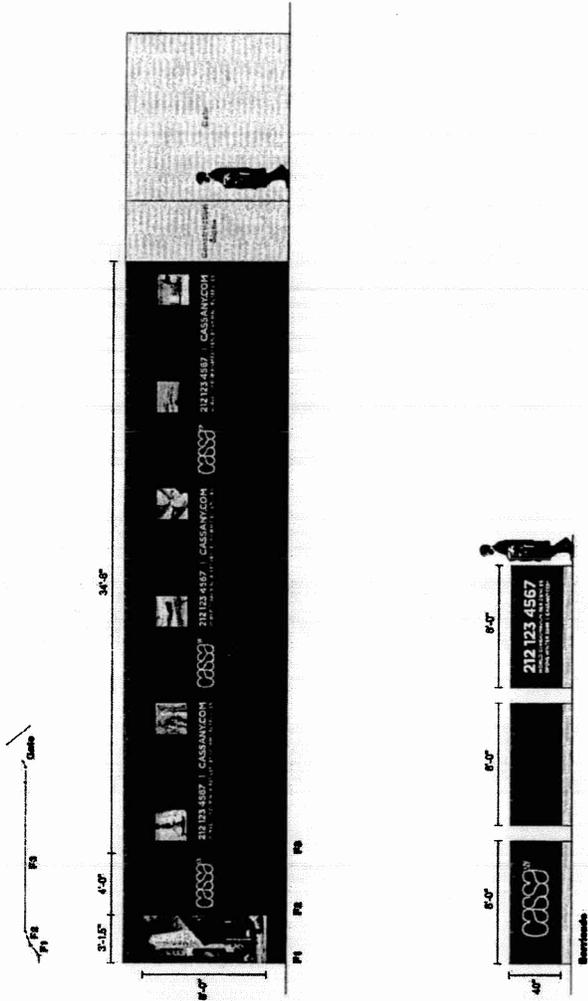
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Asca Properties
70 West 45 Street - Site Signage

Graham Hanson Design
17 November 2008



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Cassa Sales Center Sign & Graphics Package Graham Hanson Design 20 November 2008

Client
Assa Properties

Project
Cassa Sales Center

Architect

Drawing

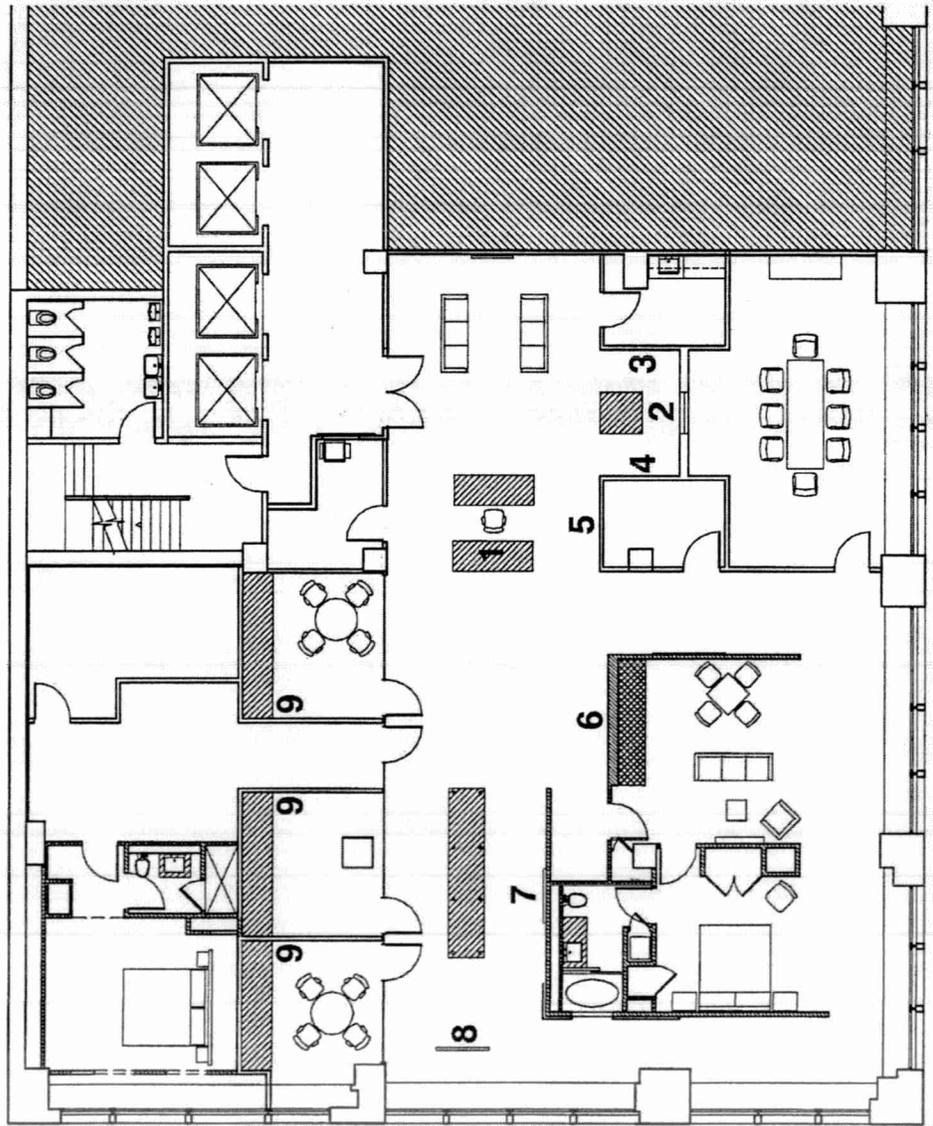
Page
1

Scale

Date
20 November 2008

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Location Plan



- 1 Logo
- 2 Lightbox display
- 3 Developer's story
- 4 Hotel story
- 5 Neighborhood display
- 6 Amenities display
- 7 Interiors display
- 8 Extentors display
- 9 Neighborhood photography

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Client	Assa Properties
Project	Cassa Sales Center
Architect	
Drawing	Location Plan
Page	2
Scale	
Date	20 November 2008

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Location 1

Logo

Fabrication:

1/2" thick dimensional aluminum logo.
All exposed surfaces painted white, lacquer
finish to match wall panels.

Installation:

Pin mount and silicone flush to wall surface.

Notes:

All digital artwork to be provided by GHD.

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Client

Assa Properties

Project

Cassa Sales Center

Architect

Drawing

Logo

Page

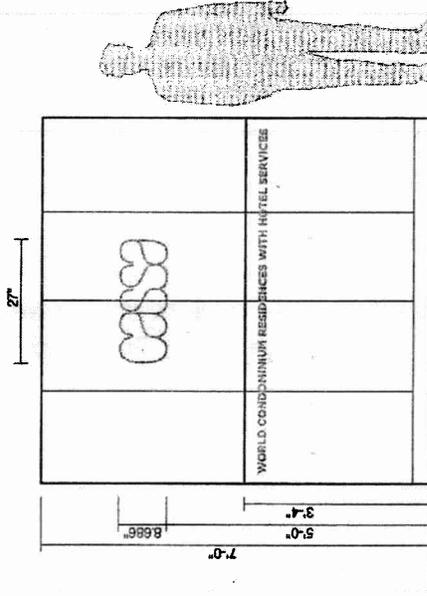
3

Scale

1/2" = 1'-0" unless noted

Date

20 November 2008



Elevation

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Location 2
Lightbox display

Fabrication:
Architectural lightbox by others

Installations:

Notes:
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Client
Assa Properties

Project
Cassa Sales Center

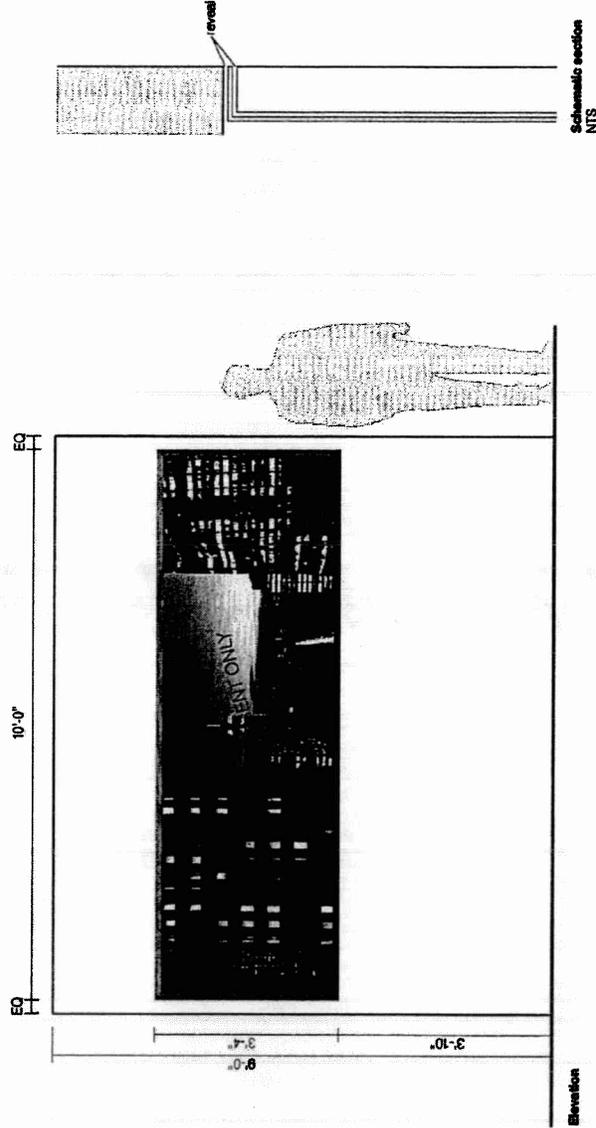
Architect

Drawing
Lightbox display

Page
4

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Date
20 November 2008



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Location 3
Developer's story

Fabrication:
Digital C-print back mounted to clear plexiglass

Installations

Mount panel 1" from wall with french cleats

Notes:

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Client

Asa Properties

Project

Cassa Sales Center

Architect

Drawing

Developer's story

Page

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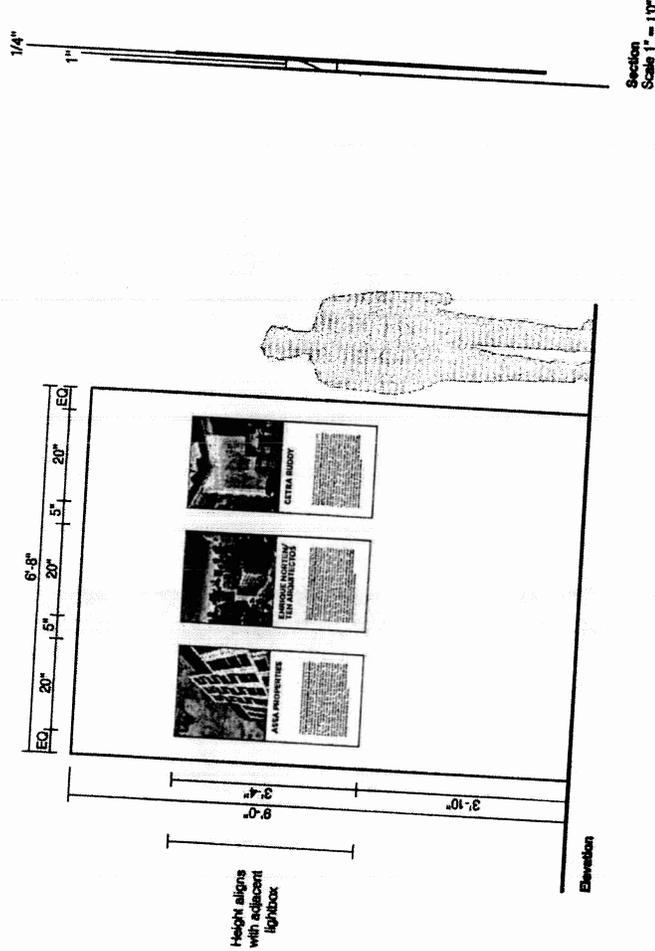
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Location 4
Hotel story

Fabrications:
Digital C-print back mounted to clear plexiglass

Installations:
Mount panel 1" from wall with french cleats

Notes:
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Client:
Assa Properties

Project:
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Architect:

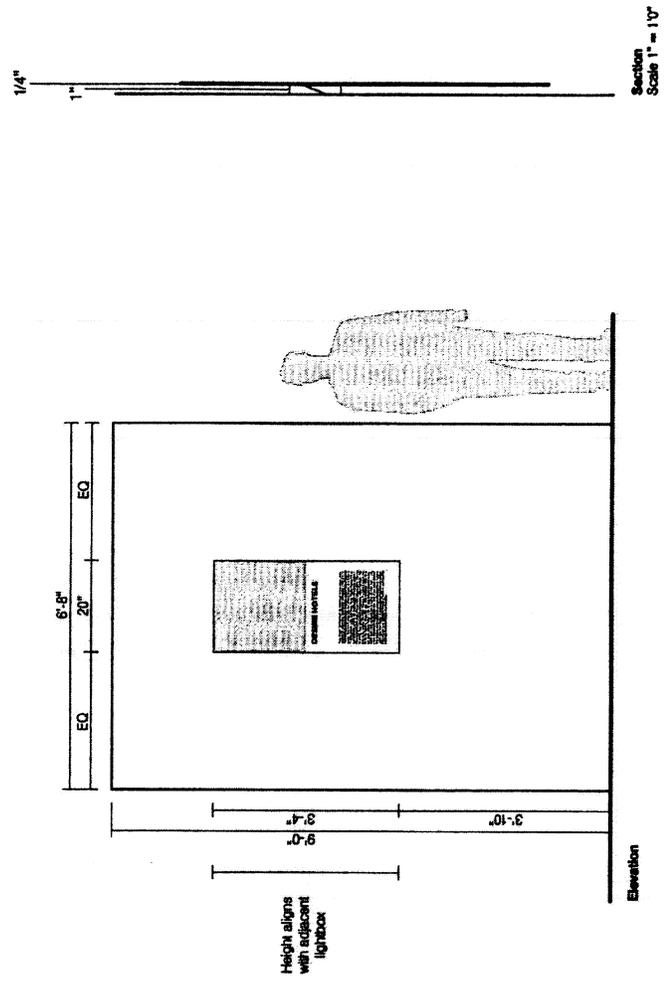
Drawing:
Hotel story

Page:
6

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20 November 2008

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Client
 Assa Properties

Project
 Cassa Sales Center

Architect

Drawing
 Neighborhood display

Page
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Date
 20 November 2008

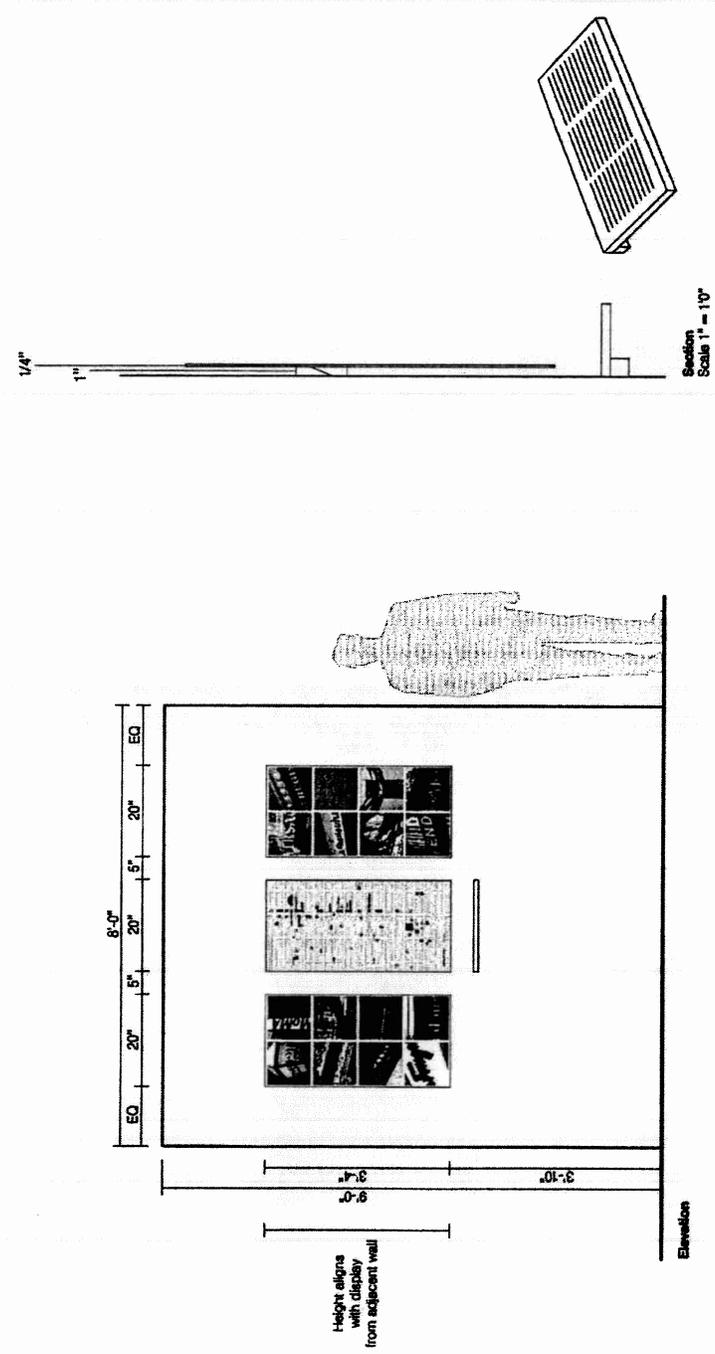
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Notes:
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Installation:
 Mount panel 1" from wall with french cleats

Fabrication:
 Digital C-print back mounted to clear plexiglass

Location &
 Neighborhood display



Location 6
Amenities display

Fabrication:
Digital C-print back mounted to clear plexiglass

Installation:
Mount panel 1" from wall with french cleats

Notes:
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Client
Assa Properties

Project
Cassa Sales Center

Architect

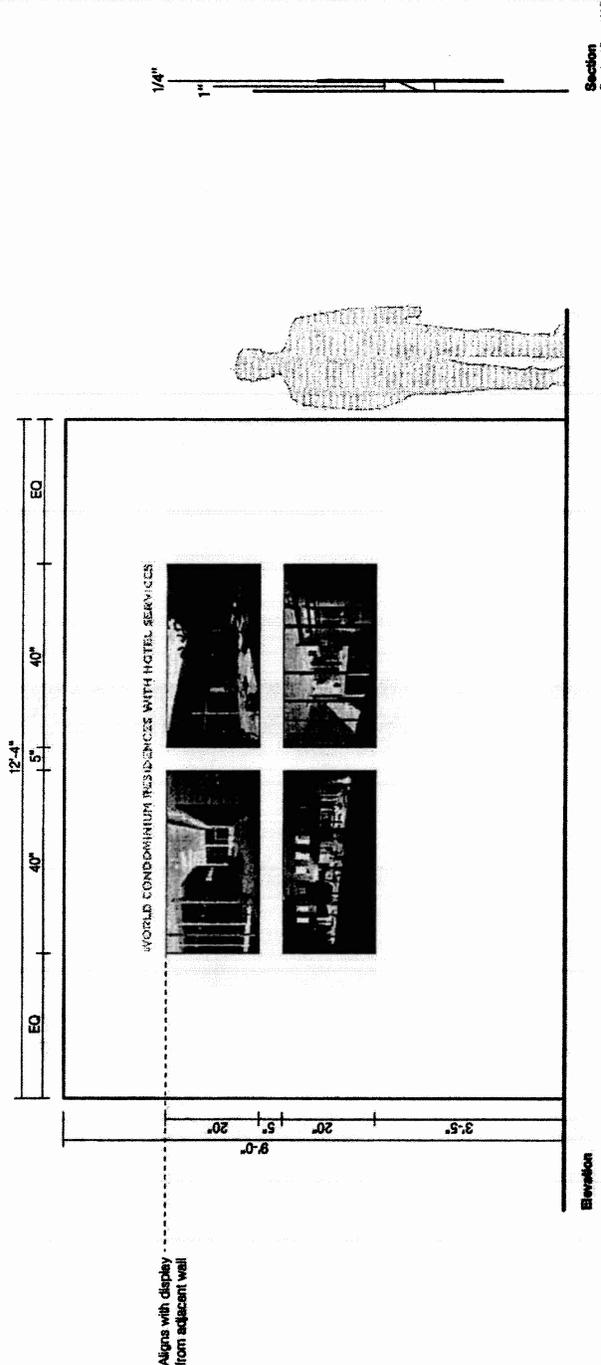
Drawing
Amenities display

Page
8

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Location 7
Interiors display

Fabrication:
Digital C-print back mounted to clear plexiglass

Installations:
Mount panel 1" from wall with french cleats

Notes:
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Client:
Assa Properties

Project:
Cassa Sales Center

Architect:

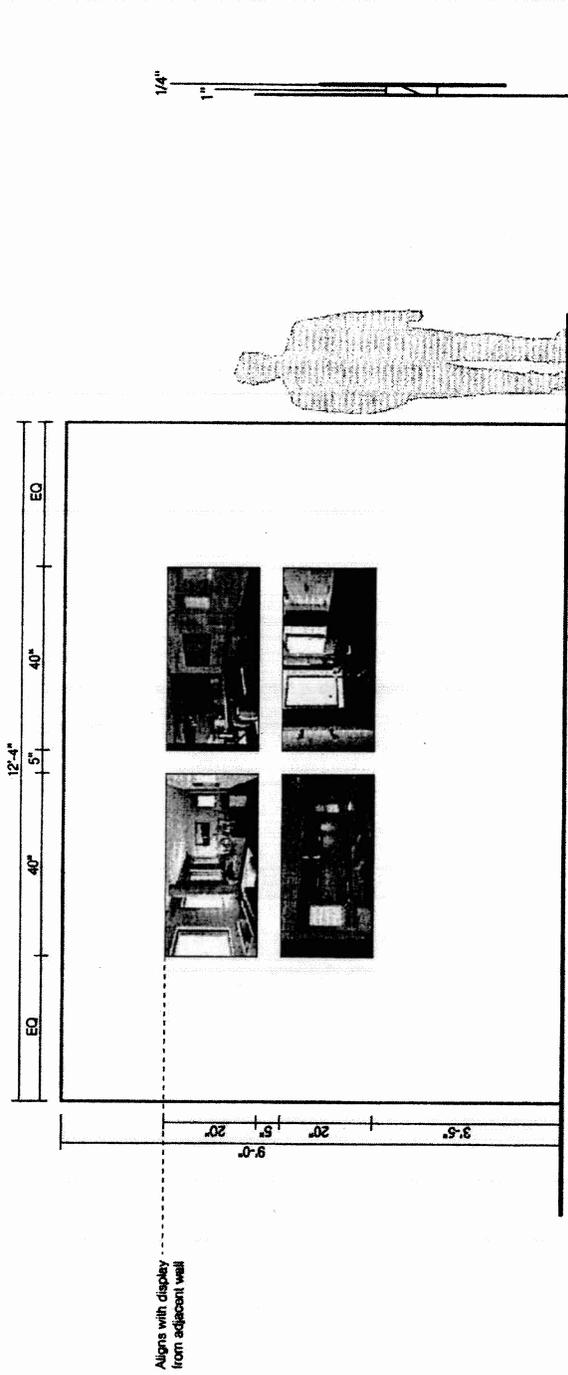
Drawing:
Interiors display

Page:
9

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1/4"

1"

Section
Scale 1" = 10"

Location 8
Exteriors display

Fabrication:
Digital C-print back mounted to clear plexiglass

Installation:
Mount panel 1" from wall with french cleats

Notes:
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Client:
Assa Properties

Project:
Cassa Sales Center

Architect

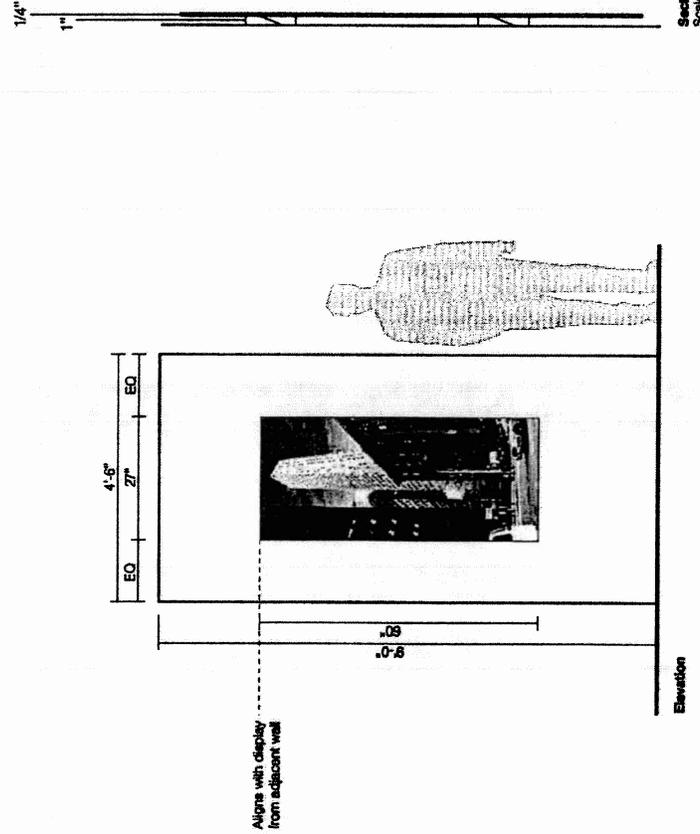
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Exteriors display

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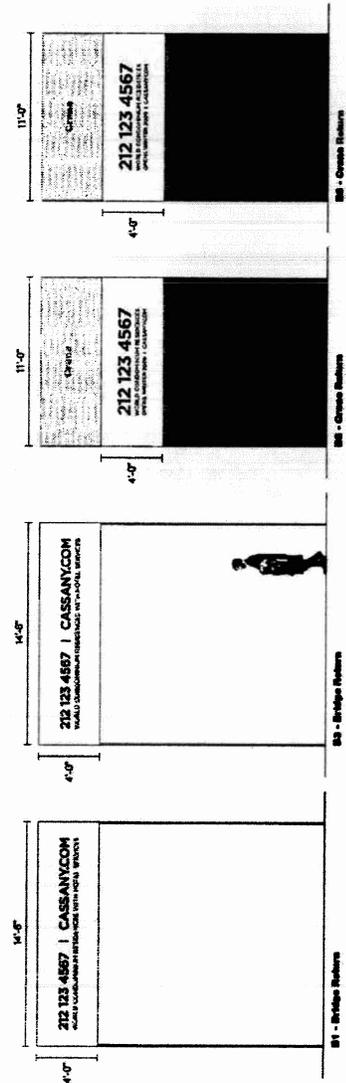
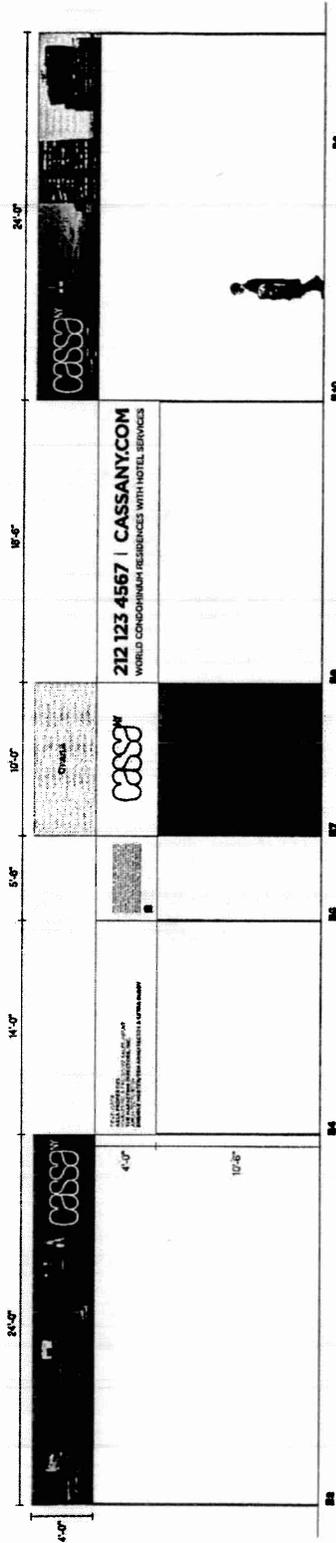
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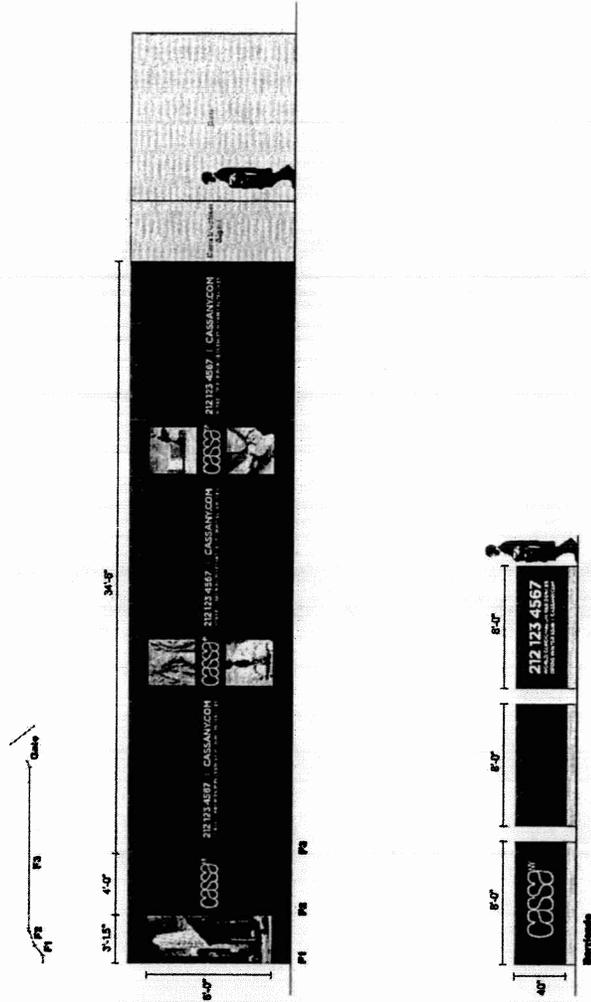
Alsa Properties
 70 West 45 Street - Site Signage

Graham Hanson Design
 25 November 2008



Asa Properties
70 West 45 Street - Site Signage

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25 November 2008



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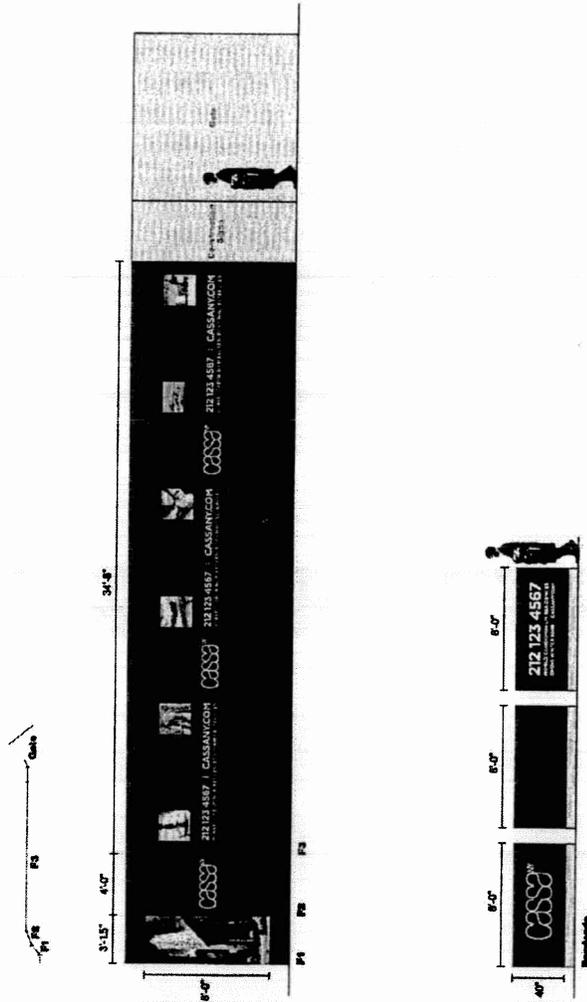


EXHIBIT 41



Cassa Sales Showroom
1140 Avenue of the Americas
Floor 2
New York, NY 10036

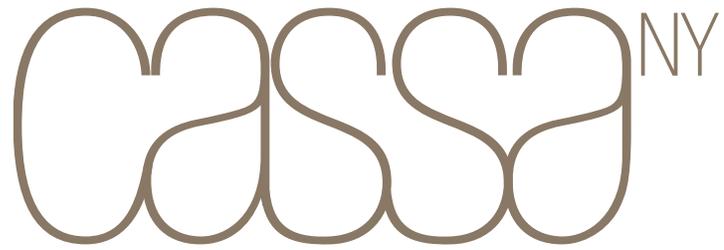
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Cassa^{NY}

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EXHIBIT 42



Cassa
CONTACT REPORT
February 15, 2007

TO: E. Dweck, R. Lebensfeld, S. Assa, J.Urgo, L.Salmanson, K. Walter, H. Everets, N. Ruddy, J. Cetra, J. Rosenberg, I. Verona, T. Meshcheryakov, B. Faherty

FROM: The Marketing Directors, Inc.

DATE: February 15, 2007

SUBJECT: 70 West 45th Street

1. Advertising

- ◆ Brochure Cover: Group prefers clean brown cover with Cassa versus the spread. Marketing Directors thinks it may be interesting to incorporate a goasted spread of Cassa.
- ◆ Brochure to concentrate on iconic architecture, service, specific homes and cache of the hotel-restaurant, spa partnership, services.
- ◆ Advertisements: Marketing Directors believes it is more important to focus on the condominiums than hotel.
- ◆ “Cassa Hotel and Condominium” as a Tagline
- ◆ Guestrooms to be eliminated
- ◆ “Ownership opportunity for a city villa and hotel residence” to be written on ad.
- ◆ Building to be closer to word Cassa for people to understand it is a residential offering.
- ◆ Marketing Directors likes idea of the bed in ad because it is different. Consider putting chocolates on the bed to show it is a hotel/service environment. (alts include mints, slippers, robe)
- ◆ Consider ad with interior rendering
- ◆ Marketing Directors recommends language to be more hotel oriented than “urban location”

2. Hotel Furniture

- ◆ Cetra Ruddy designed rooms for Business traveler with a sense of luxury and glamour.

GHD23:Users:GHD23:Documents:Microsoft User Data:Saved
 Attachments:Contact Notes 12.doc

- 1 -

- ◆ Cetra Ruddy able to provide variety of schemes throughout the hotel or just one. Hotel operator does not think different schemes are a good idea for maintenance.
- ◆ CR/TEN replaced bathtubs with luxurious showers.
- ◆ Bathroom: bathroom is a translucent cube with panels of glass and sliding glass door. Glass can be clear, patterned or translucent. Becomes a design detail
- ◆ Rear wall in the bathroom will be same material as back wall in bedroom.
- ◆ Client is concerned with price of Limestone floors for hotel. Alternative is to choose carpet that has a light field with tight monolithic weave. Hotel Operator is concerned about the durability and maintenance of a light carpet.
- ◆ Hotel Operator and Cetra Rudy to schedule meeting this week to review flooring.
- ◆ Main Room: CR developed headboard wall in wood that unifies in functionary components. Headboard area has been punched out in an alternate material. The closet is hidden on both sides of the bed wall eliminating need for dresser. Desk and side table designed with cantilever stone. Light fixtures proposed are pendants from niche in wall.
- ◆ Lighting: Cetra Ruddy recommends a decorative fixture next to the bed. Hampshire Hotel is not sure if pendant lighting will give enough light for reading. Additional reading lights to be explored by lighting designed.
- ◆ Scheme One, wenge:
 - dark wall with shagreen inset. Black glass on inset for trim.
 - intense color on bed to contrast with neutrals with gorgeous throw
 - Furniture: in order to add character, decorative yellow mustard chair with matching ottoman. Patterned pillow to go on the chair.
- ◆ Scheme Two, light:
 - light ash wood wall with deep red/orange inset.
 - brownish colored duvet and luxurious black throw.
- ◆ Scheme Three, lacquer:
 - icy blue lacquer panels for wall with cut out in white shagreen adds fresh element to room.
 - bed linen to be purple, throw is white.
 - chair to be silver pattern.
- ◆ Client prefers the light scheme.
- ◆ Group feels the light scheme relates to the exterior of the building.
- ◆ Cetra Ruddy to receive floor direction; Michael to confirm liability issue for limestone floors.

- ◆ Meeting with Mike and Cetra Ruddy to take place to discuss the key elements in the rooms. Ipod stations, new list of things, mini bars, shelves, wine coolers, ect.
- ◆ Cetra Ruddy to scan dark and light scheme to client.

3. **Bathrooms**

- ◆ Limestone clad floor and main wall. Other walls to be glass. Dark wood will continue on wood adjacent to toilet.
- ◆ Limestone for countertop with apron that turns down.
- ◆ Slots below for towel.
- ◆ Huge mirror with room for TV.
- ◆ Room for make-up area.
- ◆ Lighting in the bathroom to be explored.



Cassany
CONTACT REPORT
August 24, 2007

TO: R. Lebensfeld, S. Assa, M. Klingenberg, L.Salmanson, K. Walter,
H. Everets, N. Ruddy, P. Forino, D. Carrillo, N. Weinman

FROM: The Marketing Directors, Inc.

DATE: August 24, 2007

SUBJECT: 70 West 45th Street

1. Hotel Marketing

- ◆ August 2008 first 40 rooms will be completed in the hotel. Scott to confirm if TCO can be given on part of the hotel.
- ◆ January 2009 129 rooms will be delivered in the hotel. FF&E to take approximately three months for a March 2009 finish date.
- ◆ 6 months before August 2008 branding of the entire hotel to begin. May/June pre-marketing.
- ◆ Brand statement, advertising, stationery, website, ect to be created.
- ◆ Solly's vision for the Cassa Hotel is similar to the Peninsula hotel yet less traditional. Doug envisions hotel to be more of a Morgan Hotel versus W Hotel.
- DC GR ◆ Conference call to be scheduled between Doug and Graham to discuss process behind the brand.
- PF ◆ Paris to reach out to Jeffrey to discuss food/beverage component of hotel. Jeffrey will design a program for 8th floor amenity space and entire building.
- DC ◆ Doug to provide pre-opening budget to Solly for review and approval.
- ◆ Doug recommends the restaurant be ready to open at the time of grand opening or before to keep momentum up.
- ◆ Cetra Ruddy to review limestone design in hotel bathrooms. Currently finish is on walls and floor of the room; sponsor is concerned with durability of the material.
- PF ◆ Cetra Ruddy to provide revised lobby design for group.

2. **Residential Design**

- ◆ Paverini to confirm budget Cetra Ruddy is to work off of to design residential interiors.

**CASSA and Galerie
Contact Report #18**

TO: S. Assa, G. Hanson, M. Klingenberg
FROM: A. Mignone
DATE: June 19, 2008
SUBJECT: Cass and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. **21 Week Schedule**
 - ◆ Revised schedules for both jobs circulated by marketing.
2. **Review of Existing Materials**
 - ◆ At next meeting, July 3rd, agency will bring all materials for review including brochures, signs (Galerie), direct mail response (Galerie).
 - ◆ In addition to those items they will present ideas for signs at Cassa site and web navigation for both sites landing pages.
 - ◆ Weekly meeting to take place Thursdays at 2:00 at sponsor's office.
3. **Status of AG Reports**
 - ◆ Per S. Assa, both plans expected to be approved in 2-3 weeks.
 - ◆ Marketing noted that it is important to have full presentations in place before we start seeing prospects. In this market, prospects have to see enough to convince them to move forward. If we give them a condensed presentation before we are ready, it is difficult to get them back in the door.
4. **Revised Marketing Budget**
 - ◆ Budget combining both jobs was circulated to sponsor. Marketing noted that budget is conservative and planned to sell in a difficult market. Nothing is spent without sponsor approval and if we don't need to, we won't spend the dollars.
5. **Sales Office Status**
 - ◆ Cetra Ruddy working on layout of space. They can complete design of sales office in about two weeks. However, it takes longer to create working drawings which will be necessary to price build out.
 - ◆ G. Hanson and marketing to speak to architects about keeping the space feeling open, like a gallery.
 - ◆ Architects have requested a consultant to review mechanicals so it can be determined where ceilings heights can be maximized and mechanicals best located.
 - ◆ Architects also requested cad drawings of typical kitchen and bath so they can be added to drawing. Materials to be requested from Kondylis & Partners.
6. **Site Signs**
 - ◆ G. Hanson to visit Cassa site to determine best location for sign. Marketing and agency to reach out to Tom McGill to get logistics plan for Cassa site so that crane location can be taken into account when planning signage and to determine timing on bridge installation.
 - ◆ G. Hanson noted that typical cost for sign is about \$10 per square foot installed.

- ◆ S. Assa to check terms of lease to see if it is possible to apply signs to inside of windows overlooking street. Since office is on the second floor, this type of sign would be visible. .

7. **View Photography**

- ◆ Access to surrounding buildings needs to be obtained so that city views can be taken from roof tops. This allows for evening and night shots which are typically prettier than daytime shots of the city.
- ◆ G. Hanson will obtain proposal. Marketing recommend John Ortner if another source needed.

8. **Renderings**

- ◆ S. Assa noted that the same supplier who is doing the renderings will be doing film. Marketing to forward samples of neighborhood films they have done for Atelier and Platinum.

9. **Brochure Printing**

- ◆ S. Assa requested pdfs and specs on brochures so that he can obtain prices for printing collateral materials. Marketing noted that it is best if the agency be on press at the printers to guarantee quality control.

10. **Building Models**

- ◆ Marketing to prepare a program for the model makes outlining exactly how model needs to function, what areas need to be lit etc. SI Assa wants to obtain prices from supplier in Mexico. Marketing noted that model maker should have the experience of lighting models and individual homes.

11. **Next Meeting**

July 3rd at 2:00 at sponsors office.

CASSA and Galerie Contact Report # 21

TO: S. Assa, R. Lebensfield, S. Cattan, G. Hanson, E. Ward and
M. Klingenberg
FROM: A. Mignone
DATE: August 20, 2008
SUBJECT: Cassa and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

CASSA

1. Sales Office:

- ◆ Revised layout presented. The Marketing Directors, Inc. to review and circulate comments.
- ◆ Per S. Assa, conference room location to remain in current location.

GALERIE

1. Barricade:

- ◆ Estimates for fabricating and installation provided by Graham Hanson design.
- ◆ Sign will be digitally printed on Sintra and UV coated.
- ◆ Barricade needs to be painted Benjamin Moore Brilliant Blue (2065-30). R. Lebensfield to expedite painting.
- ◆ Signs will not be overrun as it is low cost to re-print.
- ◆ L. Ward to ascertain if signs can be washed off.
- ◆ Pdf with specs to be sent to S. Assa for additional estimate.
- ◆ Stock images have been approved. Confirmation email to be sent to S. Assa.

2. Temporary Brochure:

- ◆ Building rendering as central image is not approved.
- ◆ The kitchen, bath and reception area will be photographed and dropped in right before printing. All other aspects of brochure to be completed now.
- ◆ Pdf to be circulated for review of copy.

3. Advertising:

- ◆ Floor plan template to be designed. Neighborhood map and photos to be included in design.

- ◆ Website content map to be created for review. Temporary transition site will be designed.
- ◆ The Marketing Directors, Inc. to provide content recommendations.

4. Sales Office Layout:

- ◆ The Marketing Directors, Inc. recommends moving the bath to a more private location or building the accurate wall.
- ◆ Layout is approved by all parties.
- ◆ Display locations to be marked up by The Marketing Directors, Inc. and sent to Graham Hanson.
- ◆ Space will be taken over in September.

5. Building Model:

- ◆ Building model has been contracted for.
- ◆ S. Catten to send The Marketing Directors, Inc. scale of models for review.

6. Staffing:

- ◆ Once sales compensation agreement has been signed off on, The Marketing Directors, Inc. to present resumes and candidates.

7. Other Business:

- ◆ A. Mignone to contact legal counsel to obtain copies of O.P. that include all exhibits. Printing estimates to be obtained once plans are received.
- ◆ Weekly meeting will be held Thursdays at 9 a.m.
- ◆ The Marketing Directors, Inc. to investigate feedback on lending institutions.

CASSA and Galerie Contact Report # 23

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward and M. Klingenberg
FROM: A. Mignone
DATE: September 4, 2008
SUBJECT: Cassa and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

CASSA

1. **Barricade/Construction Signs:**
 - ◆ Bill Harvey reviewed sign and bridge locations with advertising to ascertain what area could be treated with signs, and what areas would be needed for construction access.
 - ◆ Ad agency to design signs within these parameters. Important to feature image of building, and once available, view shots.

2. **Renderings and Film:**
 - ◆ Rendering views have been chosen for most rooms. All to review and comment for next meeting.
 - Marketing concerned that living room view shows too much wall on right hand side and makes room look long and narrow.
 - On close up of building exterior, looking in to home, marketing concerned it makes windows appear too small – this approach works well for buildings with glass facades, but may not be as successful for this building. All will review.
 - Restaurant view chosen features atrium but doesn't show much of restaurant. Problem is that other view shows too much restaurant which is not yet designed. Is it better to show generic restaurant and highlight double height space versus less of restaurant. All to review.
 - ◆ Photographer to work with Graham Hanson to coordinate angle of view shot with rendering of building so both are shown in best light.
 - ◆ Contact information for adjacent buildings has been forwarded to agency.

3. **Building Model:**
 - ◆ Architects have forwarded materials and samples to model maker as requested.

4. Sales Office Layout:

- ◆ All reviewed. Reception moved to wall with back to model area. This frees up wall of conference room wall for dramatic backlit view shot. Building model will stand in front of this view.
- ◆ Seating in reception to move perpendicular to wall so that flat screen TV can go on wall that now shows sofa.
- ◆ Reception area to be hardwood as are living areas in model home. Display area floor to be corridor carpet.
- ◆ Still to be determined how much of wall in bedroom of model will be built. Suggestion to build wall to full height and have real building façade material on outside to show finish. B. Harvey to investigate availability of wall system panels.

5. Brochure Review:

- ◆ Brochure design to be reviewed in next meeting.

6. Offering Plan:

- ◆ Offering plan to be offered as DVD or hard copy. Printing estimates to be obtained by marketing once they have full document.

GALERIE**1. Site Signs:**

- ◆ R. Lebensfeld provided ad agency with paint sample for construction fence so that signs can be matched.
- ◆ Signs will be installed in about a week. Ad agency will be present to oversee installation.
- ◆ Telephone number set up to receive calls once signs are installed.

2. Temporary Brochure:

- ◆ Flow of piece to change so that it starts with exterior, goes into lobby/amenities and then to residences. This will spread photographs and renderings throughout the piece.
- ◆ Holder needed for brochure and floor plan. This holder should be designed to work for the permanent brochure as well.
- ◆ Floor plan template still to be designed.
- ◆ Marketing to contact Andrew at Costas Kondylis' office to obtain most up to date floor plans.

3. Interim Website:

- ◆ Comments forwarded on navigation map for interim and permanent web site.
- ◆ West Paces hotel site to be linked to Galerie site. S. Assa to confirm this can be done.

4. Building Model:

- ◆ Architects have forwarded all materials to model maker as requested. Model maker to provide list of items if any are still needed.

5. Sales Office:

- ◆ Demolition scheduled to begin on sales office immediately.
- ◆ E. Dweck has lined up the following:
 - Corridor carpet
 - Wallpaper
 - Fabric for bench
 - 2 of the 3 stones specified for the lobby. Eli has found alternate for third stone which he feels is excellent match.
 - Designer can get faux leather wall tile and Venetian plaster.
 - Designer has not gotten response from wood floor supplier so has found an alternate walnut flooring that is a perfect match.

6. Staffing:

- ◆ Marketing to set up appointments with sponsor to meet sales manager and sales candidates. Sponsor met Vicki Bagley after marketing meeting.

7. Offering Plan Status:

- ◆ Engineering amendment has been filed.
- ◆ Marketing requested purchase agreement in digital format. Line under signatures to be added noting date and time offering plan is given to purchaser.
- ◆ Marketing forwarded contract distribution to sponsor.

**CASSA and Galerie
Contact Report # 24**

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and A. Mignone
FROM: M. Klingenberg
DATE: September 11, 2008
SUBJECT: Cassa and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

CASSA

1. Sign on Construction Barricade:

- ◆ B. Harvey met with contractor to review logistics of barricade and sidewalk bridge. Agency has not received final layout. B. Harvey will expedite.
- ◆ Once layout received, signs will be finalized, produced and installed.

2. Renderings:

- ◆ Photography to proceed for view shots. Agency will coordinate with J. Ortner.
- ◆ Angles for renderings were reviewed earlier in week.
- ◆ Marketing forwarded comments on initial angles to H. Everet.

3. Building Model:

- ◆ Parameters for model were reviewed earlier in week. Model will include 50% of buildings on either side of Cassa and go south to site line.

4. Sales Office:

- ◆ Design has been altered, per marketing's request. Sales offices will face display area and model home. Hotel model room will be behind sales offices.
- ◆ B. Harvey checking for availability of exterior panels so outside walls of model reflect finishes on exterior of building.
- ◆ Once layout finalized, displays will be located, designed and fabricated.

5. Brochure Review:

- ◆ Brochure comp to be reviewed next week.

6. Alternate Finishes:

- ◆ Meeting earlier in the week to review alternate finishes proposed by architects.

- ◆ In hotel, color scheme has been altered. Red desk in lobby, entry doors and headboards being changed to sophisticated earth tone scheme.
- ◆ Red panels in elevators will become white back painted glass. Elevator floors to be thin set version of concrete floor in lobby.
- ◆ Wall panels in lobby will be glass with graphic design in them. You will read shadows through the glass.
- ◆ Lobby lighting scheme reviewed. Needs to be coordination between restaurant and lobby above so lighting scheme works for both areas.
- ◆ Corridor carpet not finalized. Options to be reviewed. More earth tones, less red is the direction.
- ◆ Exterior mesh reviewed. Architects propose mesh with more depth. Also propose panels behind mesh be grey versus white.
- ◆ Landscaping in courtyard will be critical to success of lobby. Architects suggested all view plaza courtyard at 53rd and Madison as it is successful small plaza. All feel it will be important to have one large, impressive tree for interest. Planters will add seasonal interest and appeal.
- ◆ Resident kitchen schemes were reviewed. Overall, best scheme was to keep some of the kitchens open with door over oven and area above, creating storage for appliances and balancing look of kitchen.
- ◆ Studios will have to burner cook tops. All other homes to have four burners.
- ◆ Marketing concerned that oven is very small. Will not fit a turkey.
- ◆ Details need to be worked out for venting cook top and oven.
- ◆ Window treatments in hotel rooms and condos discussed. Architects would like white mesh curtains in all windows for consistency. Marketing noted that when these types of blinds are offered in high end product, they are typically remote controlled and roll down electronically. That would be expectation in this level of product.

GALERIE

1. Barricade and Sign Installation:

- ◆ Signs were installed 9/12. Per R. Lebensfeld, they look great.
- ◆ Marketing will track responses that come in by phone. Web responses to be tracked as well.
- ◆ Response Card needed so that we can respond with mailer to let people know they are among our VIP's.
- ◆ L. Ward – please re-circulate pdf's of cards for final review and sponsor sign off. Also, please let us know timing of printing cards.

2. Temporary Brochure:

- ◆ Flow of piece to change so that it starts with exterior, goes into lobby/amenities and then to residences.
- ◆ Revised layout circulated. Features exterior rendering as well as lobby, master bath, kitchen renderings and area map with legend.
- ◆ Area map points need to be finalized. Marketing and agency should review photography to make sure it is current, and identify any new places that should be included on map.

- ◆ Marketing circulated most recent plans from architects. B. Harvey will review plans to highlight any changes that need to be made. Once final, plans will go to agency do be prepared for printing.
 - ◆ Floor Plan template needs to be laid out.
3. **Interim Website:**
- ◆ Navigation has been revised to have link to hotel web site as well as “recent press” for articles.
4. **Interior Renderings:**
- ◆ Home 11A to be rendered.
 - ◆ Angles reviewed and chosen for all renderings.
 - ◆ In lieu of master bedroom rendering, there will be separate renderings for the living room and kitchen/dining area.
 - ◆ Interior renderings to be
 - Residential Lobby
 - Kitchen/Dining
 - Living Room
 - Master Bath
 - Hotel Lobby
 - Hotel Lounge
5. **Exterior Renderings:**
- ◆ Demolition scheduled to begin on sales office immediately.
 - ◆ Renderings reviewed. The new rendering is far superior to existing one. Colors are more subtle, building looks fresher and more contemporary. All pleased with progress.
 - ◆ Angles reviewed and decided for all exterior renderings except roof terrace. Difficult to show entire space unless an aerial shot looking down which won't look as realistic. Group preferred angle across outdoor lounging area to hot tub with view beyond. Final determination to be made.
 - ◆ Exterior renderings to be:
 - Overall exterior of building taken diagonally from SE corner of 9th and 39th.
 - Roof Terrace
 - Close in shot of building entry detail.
 - ◆ Renderer needs view photography a.s.a.p. so that he can fit building rendering onto photography. Agency coordinating with photographer to gain access to adjacent buildings.
6. **Building Model Update:**
- ◆ Per R. Lebensfeld, materials for model were sent to renderer in error. Model maker now has all materials and is on track for delivery.
7. **Sales Office Status:**
- ◆ Demolition was delayed while previous tenant removed model kitchen and model bath. To start Friday per R. Lebensfeld.
 - ◆ R. Lebensfeld to circulate layout of office showing change in floor materials.

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- ◆ As previously discussed, wall to display area will be substantially reduced and wall to bath will be made longer so prospects will be directed to display area before model bath.
- ◆ Reception desk is designed. E. Dweck to determine where lobby wall finishes will be located. Once this information has been received, marketing and agency will place and scale displays for the office.

8. Staffing:

- ◆ Marketing to coordinate meetings with sales candidates. One appointment requested for 11:00 on 9/18. S. Assa to confirm.

9. Other Business:

- ◆ Per R.Lebensfeld, attorney is providing template of sales agreement.
- ◆ Marketing will obtain estimates for printing offering plan.

CASSA and Galerie Contact Report # 25

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: September 18, 2008
SUBJECT: Cassa and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

CASSA

1. Barricade Sign:

- ◆ Additional lighting may be needed to ensure tunnel is not too dark.
- ◆ The Marketing Directors, Inc. is concerned the signage is not visible enough and copy is too small.
- ◆ B. Harvey to obtain layout sign-off from construction.
- ◆ Sponsor should be Waterscape, LLC.
- ◆ Building rendering will be put where view shot is.

2. Renderings:

- ◆ Photos are being held up by inability to access 1160. Relationships will be leveraged.
- ◆ Angle update and rendering update to be obtained from Hale.

3. Neighborhood Photos:

- ◆ The Marketing Directors, Inc. to prepare list of shots and circulate for review.

4. Sales Office Layout:

- ◆ Architectural models/study may be displayed in sales office.
- ◆ Wireless network will be used.
- ◆ Cordless phone with one main and two rollovers.
- ◆ Fax number needed.
- ◆ Main phone will be at reception.
- ◆ Specs for technology to be provided by The Marketing Directors, Inc.
- ◆ Color printer for floor plans will be needed.
- ◆ Reception floor to be determined.
- ◆ The Marketing Directors, Inc. to provide purchaser profile for model interior design.

- ◆ Reception desk will mimic kitchen design.
- ◆ Per M. Klingenberg, the sales office layout came out very nicely.

5. Brochure:

- ◆ Plexi/plastic brochure cover.
- ◆ Team copy is needed for brochure.
- ◆ Map to be created.

GALERIE

1. Waitlist/Direct Mail:

- ◆ Five people have been added to the waitlist.
- ◆ Small Google keyword campaign will be launched. Galerie condo, Galerie condos, Galerie condominium, Gallerie condo, Gallerie condos and Gallerie condominium will be purchased.
- ◆ Direct mail series will only contain two pieces.
- ◆ Direct mail will be designed as email that can be read on both computer and handheld.

2. Floor Plan/Brochure Bag:

- ◆ Floor plan template presented.
- ◆ B. Harvey and R. Lebensfeld reviewed floor plans for accuracy. Plans are being revised by architects. Scheduled to be finished.
- ◆ Plastic bag with Galerie logo (eggshell white) will be created.
- ◆ Temporary brochure is being priced. Estimates to be circulated this week.
- ◆ The Marketing Directors, Inc. to provide points for map.

3. Renderings:

- ◆ Building on Tenth Avenue and 34th Street is a possibility to capture views.
- ◆ Photos can be taken from seventh floor of parking garage as well.
- ◆ Angles have all been sent.

4. Building Model:

- ◆ Progress photos to be requested by R. Lebensfeld.
- ◆ Model is on schedule for completion at the end of the month.

5. Financing Options:

- ◆ Chase proposal to be obtained.
- ◆ Glorious Sun to be contacted for status report.

**CASSA and Galerie
Contact Report # 26**

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: September 25, 2008
SUBJECT: Cassa and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

CASSA

1. Signage:

- ◆ Two locations are still in flux.
- ◆ The bridge is not installed. Sign will be produced and installed once bridge is in.
- ◆ Photo with the rendering is needed for sign design.
- ◆ Contractor sign/building requirements to be sent to G. Hanson to be incorporated with sign design. B. Harvey to coordinate transfer of information.

2. Photographs:

- ◆ Security at 1166 is being worked with to allow access for J. Ortner.

3. Building Model:

- ◆ Progress photos reviewed.

4. Sales Office:

- ◆ Purchaser profile reviewed and approved. B. Harvey to forward interior designer.
- ◆ No progress has been made on exterior panels for model.
- ◆ No ceiling will be built by beam/wall.
- ◆ Demolition to begin November 1st.
- ◆ Air conditioning and lighting are being designed.
- ◆ B. Harvey is obtaining specs from Hale and Paris.

5. Map:

- ◆ Revise boundaries to include up to Central Park. Exclusive shopping and restaurants to be added and highlighted.

GALERIE

1. **Map:**
 - ◆ Large theaters to be added.
 - ◆ Boundaries may be increased to 27th Street to include nightlife.
2. **Floor Plans:**
 - ◆ Up-to-date floor plans to be received next week.
3. **Waitlist:**
 - ◆ 32 people on waitlist.
 - ◆ Galerie words to be purchased on Google.
 - ◆ Email response to be finalized and sent out to waitlist members.
4. **Rendering:**
 - ◆ Angles needed for renderer.
 - ◆ Progress renderings to be sent to Liz.
 - ◆ Kitchen cabinet textures/colors to be revised.
 - ◆ BBQ and outdoor seating are not visible in rooftop rendering. Angle to be reconsidered.
 - ◆ Trees in roof rendering to be made smaller, angle to be pulled back and seating to be added.
 - ◆ Renderings to be disclaimed as conceptual and subject to change.
 - ◆ Rooftop plan may be shown in brochure.
 - ◆ Photos have been taken. To be reviewed and then sent to renderer.
 - ◆ Galerie sign to be put on front of building.
5. **Displays:**
 - ◆ Display layouts to be circulated this week for review.

**CASSA and Galerie
Contact Report # 27**

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: October 2, 2008
SUBJECT: Cassa and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

CASSA

1. Barricade Signage:

- ◆ Bridge installation date approximately 1 ½ weeks.
- ◆ Once installed, bridge will be measured and sign will be produced.

2. Neighborhood Map:

- ◆ High-end locations will be included on the map. Smaller attractions to be highlighted.
- ◆ Photo list to be reviewed and finalized by Friday.

3. Building Model:

- ◆ Progress photos reviewed.

4. Sales Office:

- ◆ Building model with base to be scaled in. View shots and displays can be placed around model.
- ◆ Carpet has been designed throughout the office.
- ◆ Lobby floor finish is concrete which will not work in sales office.
- ◆ Using a stone that resembles concrete can be considered.
- ◆ Interior design to begin. Design presentation to be scheduled.
- ◆ The Marketing Directors, Inc. to provide list of displays and path of sales and marked up plan.

GALERIE

1. Google Keyword:

- ◆ Google analytic report to be circulated.
- ◆ Google keyword list to be circulated.

- ◆ Reports to be reviewed and possible new budgets to be recommended by The Marketing Directors, Inc.
- 2. **Brochure:**
 - ◆ Estimates to be circulated today.
- 3. **Renderings:**
 - ◆ Trees need to have flowers removed so that they look more alive.
- 4. **Floor Plans:**
 - ◆ A. Mignone to contact A. Zelmer about status of revised floor plans.
- 5. **Displays:**
 - ◆ To be presented in next week's meeting.
- 6. **Sales Office:**
 - ◆ In process. Stone is being laid.
 - ◆ Kitchen has not yet been delivered.
- 7. **Building Model:**
 - ◆ Base for model needs to be designed and built.
 - ◆ R. Lebensfeld to obtain drawing for cabinet to mirror reception desk if possible.
- 8. **Meeting:**
 - ◆ Next week's meeting to occur at 10:30 a.m.

**CASSA and Galerie
Contact Report # 28**

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: October 8, 2008
SUBJECT: Cassa and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

CASSA

1. Barricade/Construction Signage:

- ◆ Switch is being made on schedule.
- ◆ Exact date to be obtained by B. Harvey.
- ◆ Concept to be revised and re-circulated (bigger phone number, bigger website, view shots).
- ◆ Putting a sign along the orange mesh will be tried.

2. Photography:

- ◆ Access has been granted in 1166.
- ◆ Neighborhood photos are being taken today.

3. Building Model:

- ◆ Control keypad is wired to model. Location of keypad must be determined.
- ◆ Base will be white lacquer base.

4. Sales Office:

- ◆ Display locations to be marked up.
- ◆ Model home design presentation to occur this week.
- ◆ Sales office will probably be complete by February.

5. Offering Plan:

- ◆ Schedule A has be re-numbered.
- ◆ Amendment is ready for submission.

6. Marketing Strategy:

- ◆ The Marketing Directors, Inc. to create comprehensive marketing and sales strategy.
- ◆ Strategy to include broker outreach (local and international), web listings, advertising (including taxi cabs and airline advertising).
- ◆ Strategy to be circulated a.s.a.p.

GALERIE

1. Opening Schedule:

- ◆ Sales office to be complete in approximately ten days.
- ◆ Kitchen revisions are needed to file amendment. Amendment needs to be submitted prior to opening.
- ◆ The Marketing Directors, Inc. recommends creating a broker teaser email campaign. We need to get brokers excited about our opening. They would be invited to become preferred brokers and invited for sneak previews. Broker landing page and registration to be added to website.
- ◆ Grand Opening Party will be held in January. The Marketing Directors, Inc. to circulate list of party concepts.
- ◆ The Marketing Directors, Inc. to circulate comprehensive opening strategy.

2. View Shots:

- ◆ View shots reviewed and chosen. Rendering context shot to be sent to R. Lebensfeld.
- ◆ Additional context shots are needed for renderings.

3. Advertising:

- ◆ The Marketing Directors, Inc. to provide sales agent's info for stationery.
- ◆ Display layouts to be circulated this week.
- ◆ Rendering progress photos to be sent to L. Ward.

4. Signage:

- ◆ Lighting sign to be considered.
- ◆ Building rendering to replace IBEX sign.

5. Rendering:

- ◆ Furniture to be sent by Kondylis.
- ◆ Hot tub rendering angle needs to be pulled back.
- ◆ Hot tub rendering to be created at dusk.
- ◆ Lobby angles to be re-sent.

6. Building Model:

- ◆ Model is 40" high.
- ◆ Base makes the model too high to see roof. Building a stair or ramp to be considered.
- ◆ A. Mignone to send model base specs from another project for reference.

**CASSA and Galerie
Contact Report # 29**

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: October 16, 2008
SUBJECT: Cassa and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

CASSA

1. Building Model:

- ◆ Placed on hold pending Galerie completion.
- ◆ Photo of keypad received. Not approved. Alternatives are being investigated.

2. Sales Office:

- ◆ Furniture schematic presented.
- ◆ The Marketing Directors, Inc. recommends lighter furniture than a sectional. Consider a couch and two chairs.
- ◆ A second function needs to be shown in Master Bedroom—consider a desk or chair with lamp.
- ◆ Fitting a king size bed to be considered.
- ◆ Two end tables are needed. Built in head board to be investigated.
- ◆ Dining room table should be round or square table with glass top.
- ◆ Light palate to be used.
- ◆ Luxurious bedding needed.
- ◆ Gray/black carpet approved by all.

3. Barricade Sign:

- ◆ Installed. To be measured by Graham Hanson Design.
- ◆ Revised layouts to be circulated. View shots to be incorporated.
- ◆ Signage along orange mesh to be designed.

GALERIE

1. **Offering Plan:**

- ◆ Twenty-five plans to be printed and bound.
- ◆ Amendment has not yet been submitted. Kitchen drawings to be received this week.
- ◆ The Marketing Directors, Inc. to send contact info for vendor.
- ◆ Printing all books without binding to be priced.

2. **Displays:**

- ◆ Front door signage needs website, equal housing logo and Exclusive Sales and Marketing Agent.
- ◆ Hours on front door sign need to be revised.
- ◆ Logo size to be mocked up and reviewed in sales office to ensure scale is correct.
- ◆ Cassa panel to be removed.
- ◆ Assa Properties story to be supplemented by Team story (Costas Kondylis, etc.).
- ◆ Projection with neighborhood images, lifestyle photos, words and design to be made into film that can be shown on plasma (42").
- ◆ Pedestals with hotel service displays to be measured.
- ◆ Map display will be digital mounted on aluminum.
- ◆ Hotel renderings to be put in the hotel service areas.
- ◆ Neighborhood images to be put in closing offices.

3. **Renderings:**

- ◆ Waiting for one context photo. To be expedited.
- ◆ Waiting for furniture from Kondylis.

4. **Temporary Brochure:**

- ◆ Temporary renderings to be used. Renderings need to be updated—white lacquer uppers, Espresso machine and kettle.
- ◆ Tight shot of building to be used.

5. **Building Model:**

- ◆ Model is being shipped 10/20.
- ◆ Progress photos to be obtained by R. Lebensfeld.

6. **Sales Office:**

- ◆ Furniture to be delivered on Friday.

7. **Pricing:**

- ◆ Pricing to be reviewed.

8. **Broker Teaser Campaign:**

- ◆ Headline to be made bolder and less subtle. Coming Soon.
- ◆ New condos to be added.
- ◆ Pricing to be enlarged.
- ◆ Broker submission page to have a separate domain and form to be filled out.

9. **Sales Office Hours:**

- ◆ Hours to be shifted to accommodate working professionals.

10. **Media Schedule:**

- ◆ Plan and costs for Soft Opening and Grand Opening schedule to be created.

11. **Sign:**

- ◆ Design presented for sign to cover IBEX sign.
- ◆ Mock-up with different rendering to be created.

12. **Other Business:**

- ◆ Floors 1 and 2 will be put on hold and not released.

CASSA and Galerie Contact Report # 30

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: October 23, 2008
SUBJECT: Cassa and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

CASSA

1. Lobby Rendering:

- ◆ Rendering to be revised to look less like a hallway. Adding concierge or additional people to be experimented with.
- ◆ Daytime rendering is preferred so landscaped courtyard can be seen.
- ◆ Desk color to be changed.
- ◆ Art needed for walls.

2. Courtyard Rendering:

- ◆ Smaller tree or multiple trees to be considered. The Marketing Directors, Inc. is comfortable with mature tree as people understand trees grow. B. Harvey to check with attorney.

3. Model Apartment:

- ◆ Sofa and matching ottoman with floating shelf presented for living room.
- ◆ Glass coffee table to be considered to allow room to feel larger.
- ◆ Free standing lighting to be chosen.
- ◆ King sized bed fits in master bedroom. Queen sized bed will be used because it fits better and makes the room function better.
- ◆ TV to be put in master.
- ◆ Comfy chair and reading lamp to be added to master bed.
- ◆ The Marketing Directors, Inc. recommends a neutral color palette with hints of color. H. Everets and David to coordinate color palette.
- ◆ Area rugs to be chosen.
- ◆ Bathroom and kitchen need to be accessorized.
- ◆ Window in bathroom to have window treatment. Solar veil to be considered.
- ◆ Photo of W/D to be created because existing column does not allow for it to fit.

4. Corridor:

- ◆ Slightly lighter carpet without blue hues to be investigated.
- ◆ Carpet for corridor and hotel rooms to be spec'd by H. Everets.
- ◆ Entry doors will be white.
- ◆ Walls will be treated with graphic. Graphic will be different on each floor.
- ◆ Graphic runs just by the core. Rest of corridor will be plain white.
- ◆ Wood accents next to entry door to be designed.

5. Sales Office:

- ◆ Lights that are being used in lobby will be used in reception area.
- ◆ Display layout to be re-reviewed. Map and/or builder's story may be moved out of alcove with model.
- ◆ Dimmer switches to be installed.
- ◆ No security alarm will be installed.
- ◆ Cost effective dishwasher to be added to back of house kitchen.
- ◆ Logo may be in-laid into white lacquer. It will be lit from above.
- ◆ Displays will be mounted on plexi and hung without hardware showing (French cleat).
- ◆ Window panels/building panel approved for sales office.
- ◆ View shot for sales office to be chosen. To be sent to B. Harvey.
- ◆ Reception desk to include file drawers (one on either side).
- ◆ Laptop will be provided for receptionist.

6. Barricade/Bridge Sign:

- ◆ Bridge has been installed.
- ◆ Graham Hanson Design to measure and design signage.
- ◆ Team to meet at Cassa tomorrow at 9 a.m. to review sign.

7. Advertising:

- ◆ Architectural detail images are being created by H. Everets. They do not show actual materials from Cassa.
- ◆ Neighborhood photos received.
- ◆ Copy to be crafted to support architects and their craftsmanship.
- ◆ Details will be captioned to what projects they come from to eliminate confusion.
- ◆ Neighborhood map is being populated. To be circulated once complete.

8. Other Business:

- ◆ The Marketing Directors, Inc. recommends putting W/D's in homes. B. Harvey to send list of projects that do not include W/D's. The Marketing Directors, Inc. to provide list of projects that do provide W/D's.
- ◆ Closets to be finished with chrome rod and melanin shelf. The Marketing Directors, Inc. does not recommend upgrading closets and contracting out.
- ◆ Neighborhood photos received.

GALERIE

1. **Sales Office:**
 - ◆ Floor installed.
 - ◆ Furniture today.
 - ◆ Kitchens and baths have not been installed yet.
 - ◆ The Marketing Directors, Inc. to get supplier proposal.
 - ◆ Kitchen sink is being made.

2. **Building Model:**
 - ◆ Almost complete. To be shipped as soon as possible.

3. **Temporary Brochure:**
 - ◆ Building exterior.
 - ◆ Bathroom and kitchen renderings.
 - ◆ Brochure will take two weeks to print once renderings are dropped in.

4. **Floor Plans:**
 - ◆ Floor plans are needed for marketing floor plans and AG.

5. **Displays:**
 - ◆ Out to bid. To be returned tomorrow.
 - ◆ Company profile to be sent from S. Assa.
 - ◆ Pillars fit for amenities display.

6. **Other Business:**
 - ◆ Stationery for sales team.
 - ◆ If sales office is not ready sales team will be asked to visit brokerage offices and get brokers excited about office opening.

CASSA and Galerie Contact Report # 31

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: October 30, 2008
SUBJECT: Cassa and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

CASSA

1. Model Home:

- ◆ Palette to be white, cream and brown with pumpkin accents.
- ◆ More comfortable looking chair to be located for Master Bedroom.
- ◆ Furniture production will be delayed by three weeks if we run into the holidays. Existing, immediately available furniture will be searched for to avoid delays.
- ◆ Orange chair will be located in living room.
- ◆ Accent colors in Master Bedroom will be provided by sheets and accessories.

2. Barricade Signage:

- ◆ Banners to be designed for street barricade. Signs would be installed with zip ties.
- ◆ Sign will be designed as soon as possible. View shots will be incorporated into design.
- ◆ Orange mesh signs will not be pursued.

3. Map:

- ◆ To be made more graphically exciting.

4. Closets:

- ◆ The Marketing Directors, Inc. recommends a rod and a shelf.
- ◆ Per B. Harvey, adding a shelf is very costly due to union labor costs.
- ◆ No custom closet will be installed in model home because in this market purchasers will see the system and demand it be thrown in for free.

5. Opening:

- ◆ Sales office to open end of January.

6. Washer/Dryers:

- ◆ Competitive buildings at sale have been surveyed for W/D.
- ◆ All buildings except one in L.I.C. and one rehab provide W/D's.
- ◆ Per The Marketing Directors, Inc., W/D's are expected and necessary.

7. Displays:

- ◆ Displays to be designed. Plan with display locations to be sent to D. Lin.

8. Building Model:

- ◆ No current updates.

9. Other Business:

- ◆ Bringing on a sales agent and selling before sales office opens to be considered.
- ◆ All collateral to be priced.
- ◆ Broker blast to be created.
- ◆ Chase financing email.
- ◆ Rendering update to be obtained from H. Everets.

GALERIE**1. Displays:**

- ◆ Estimate for two installations to be circulated today. This will allow us to install the displays that are complete (builder's story, neighborhood, etc.) now and the displays pending renderings when they are complete.
- ◆ Logo to be enlarged to 2 ½-3'. Logo will be back lit. Electricity to be confirmed with R. Lebensfeld.
- ◆ Developer's story to be reviewed by team. To be made shorter with important points highlighted to stand out.
- ◆ Exterior sign approved.
- ◆ Westpaces Hotel group to be added.
- ◆ Link with animation for temporary plasma TV display to be circulated for review.
- ◆ Amenities visuals approved. To be installed without renderings.
- ◆ Amenities object displays approved. Cornelia Spa products will be purchased. Feather dusters. Logo will not be put on towels. Towels will be beautiful plush and white.
- ◆ L. Ward to visit Cornelia Spa.
- ◆ Stands will be made by R. Lebensfeld or they will be pre-purchased.
- ◆ Map will be revised to highlight a few key places. It will also be decreased in size with photos placed around it. Map will be re-designed to be more visual.

2. Sales Office:

- ◆ Construction in process to be completed next week.

3. Building Model:

- ◆ To be shipped this week.

4. Floor Plans:

- ◆ The Marketing Directors, Inc. recommends 5,000.

- ◆ Floor plans received from architects.
- ◆ Floor plans to be reviewed by The Marketing Directors, Inc. to see if revisions are needed before finalizing PDF's.
- ◆ Template specs to be sent to S. Assa.

5. Stationery:

- ◆ 1,000 for Wendy.
- ◆ 500 for Brian.
- ◆ 500 generic.
- ◆ Letterhead, note cards, envelopes—all mechanicals to be sent to S. Assa for pricing.

6. Temporary Brochure:

- ◆ Pending two renderings.
- ◆ Printer and estimate to be identified.

7. Bags:

- ◆ Non-custom bags to be chosen.

8. Broker Blast:

- ◆ Registration page to be posted as soon as possible.
- ◆ Pricing from low \$700's to be in blast.
- ◆ Blast to be sent out on Wednesday.

9. Other Business:

- ◆ Rendering update to be provided by R. Lebensfeld.
- ◆ Printing offering plans temporarily to be expedited. A. Mignone to follow up with R. Lebensfeld.
- ◆ A. Mignone to follow up on Chase agreement status.
- ◆ Revised pricing to be sent by The Marketing Directors, Inc. to S. Assa today.
- ◆ Email from Chase about pre-approval to be obtained from M. Campbell and sent to waitlist registrants.

**CASSA and Galerie
Contact Report # 32**

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: November 6, 2008
SUBJECT: Cassa and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

CASSA

1. **Barricade/Construction Signage:**
 - ◆ New bridge installed today.
 - ◆ Street barricade is installed. To be measured and designed asap.
2. **Renderings:**
 - ◆ In process once Galerie is completed.
3. **Building model:**
 - ◆ In process once Galerie is completed.
4. **Sales Office:**
 - ◆ Model furniture is being identified based on delivery dates.
 - ◆ Demolition on space to begin in a few weeks. Bidding needs to start asap.
5. **Offering Plan:**
 - ◆ Architectural errors have been identified.
 - ◆ Schedule A is in accurate.
 - ◆ Legal mistakes have been identified as well.

GALERIE

1. **Displays:**
 - ◆ Builder's story approved.
 - ◆ Highline to be added to map.
 - ◆ Per S. Assa, photo's to be added to the map.

- ◆ Dimensions of map to be reviewed to make map appear more filled and focus on blocks that are most important.
 - ◆ Spa product package has been put together. (signature product line will be used).
 - ◆ L. Ward to visit Cornelia Spa.
 - ◆ Comprehensive list of prices for amenities display props to be circulated for final sign off as soon as possible.
 - ◆ Video loop is in production. To be completed early next week.
 - ◆ Estimate for display fabrication and installation presented by L. Ward. S. Assa to obtain additional comp. Cost for plexi on entry sign and logo and cardboard for all other displays to be provided.
2. **Sales Office:**
- ◆ Countertops in by Friday.
 - ◆ Desk by Monday.
 - ◆ Building model is being shipped.
 - ◆ Cleaning company chosen.
 - ◆ Detailed cleaning to be scheduled for Monday.
3. **Renderings:**
- ◆ Schedule to be provided today
 - ◆ Lobby, Kitchen, and bathroom renderings are needed for temporary brochure.
4. **Floor Plans:**
- ◆ Shell creative is complete.
 - ◆ Estimates for printing provided.
 - ◆ Floor plans are being revised. Sample to be circulated today. Additional floor plans will take 2-3 days to revise.
5. **Temporary Brochure:**
- ◆ Final sign off of take down pending remaining 2 renderings.
 - ◆ Estimates being compared.
 - ◆ Non-custom bags presented. Will depend on printer.
6. **Estimates:**
- ◆ A comprehensive comparison of all printing costs to be created.
7. **Offering Plan:**
- ◆ Printers and costs have been obtained.
 - ◆ First amendment approved.
 - ◆ 2nd amendment to be approved by end of November.
8. **Other Business:**
- ◆ Design packages are being followed up on.
 - ◆ Chase pre-approved letter and agreement being followed upon.
9. **Signage:**
- ◆ New signage being designed for increased visibility.
10. **Opening Strategy & pricing:**
- ◆ Sales team will begin by reaching out to waitlist and brokers

- ◆ Advertising campaign would not be launched until Jan.
- ◆ Negotiation parameters presented by MD's. The goal is to empower the sales team so that they can write up an offer on the first visit and take a buyer out of the market.
- ◆ All written offers would always be subject to sponsor approval.
- ◆ Fulfilling negotiation parameters by holding price and paying closing costs or other incentives can be pursued as well.
- ◆ Opening w/momentum is goal.
- ◆ The mood of the market is that consumers expect negotiation.
- ◆ A second set of parameters will be developed for sales team.
- ◆ We will open by presenting value and schedule A prices.
- ◆ A, B, H and J are the best homes and should have different negotiation parameters. MD's to recommend.
- ◆ MD's to recommend which homes may be drawn up as combo homes.
- ◆ MD's to work with A. Zelmer on plans.

**CASSA and Galerie
Contact Report # 34**

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: November 20, 2008
SUBJECT: Cassa and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

CASSA

1. Renderings:

- ◆ Renderings have been revised.
- ◆ Not all comments have been incorporated. B. Harvey to follow up.
- ◆ Once all comments are incorporated team to comment again.
- ◆ It is hard to tell which building is Cassa in the streetscape rendering. Corner buildings need to be pulled back to make Cassa the focal point. GHD to comment on rendering.

2. Building Model:

- ◆ Lighting in Galerie model was not installed properly. B. Harvey to work with model fabricator so this does not happen with the Cassa model.
- ◆ Having the model delivered without wiring to be wired by alternate vendor in NY to be considered.

3. Sales Office:

- ◆ Office and model furniture presented.
- ◆ Chosen furniture to be scaled off in floor plan so that dimensions and scale can be reviewed. B. Harvey to coordinate.
- ◆ Bedroom chair should be armless and upholstered (soft and comfortable).
- ◆ Open back dining room chair in wood preferred.

4. Furniture Packages:

- ◆ Different suppliers to be identified. Crate and Barrel and West Elm to be investigated by The Marketing Directors, Inc.
- ◆ Desiron proposal presented.
- ◆ Name brand designer to be identified, particularly for Cassa.

- ◆ The Marketing Directors, Inc. to explore new designers such as Armani Casa, Mitchell Gold and Ralph Lauren.

5. Barricade Signage:

- ◆ Copy on bridge return to be enlarged if possible.
- ◆ View shot to be used instead of views with building.
- ◆ The Marketing Directors, Inc. recommends reversing the signage so that it is a brown background with white lettering.
- ◆ Tunnel design with pictures on top only preferred.
- ◆ Pricing presented from MSD visual on barricade.

6. Brochure:

- ◆ Brochure needs to go to printer in first week of January to make mid-January opening.
- ◆ Brochure will take three weeks to print.
- ◆ GHD to provide timeline and list of outstanding items for brochure.
- ◆ Copy to be re-circulated for review.

GALERIE

1. Galerie Bridge Sign:

- ◆ Sales office now open and address to be added to sign.

2. Displays:

- ◆ All fabricator proposals to be sent to R. Lebensfeld.
- ◆ Map approved with images on map and behind map.
- ◆ Film loop presented. Hotel service words to be added to presentation. Music to be added.

3. Advertising:

- ◆ Business card proofs reviewed and approved.
- ◆ Floor plan template proof—disclaimer about amenities furniture to be revised.

4. Renderings:

- ◆ To be circulated for comment.

5. Other Business:

- ◆ Next week's meeting to take place Tuesday at 9:30 a.m. in the sales office.

**CASSA and Galerie
Contact Report # 35**

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: November 25, 2008
SUBJECT: Cassa and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

CASSA

1. **Baricade Sign:**
 - ◆ Size of lettering on return approved.
 - ◆ Revised design with brown background presented. To be circulated by email.
 - ◆ Pricing for sign being obtained from Bam today.
2. **Map:**
 - ◆ Being revised. Logos are still being procured.
3. **Displays:**
 - ◆ Logo has been increased in size to 8".
 - ◆ Etching lettering into lacquer may not be possible. GHD recommends applying ¼ inch dimensional letters painted to match lacquer as an alternative.
 - ◆ Copy for hotel story needed. R.Lebensfeld to send A.Mignone contract.
 - ◆ Using a plasma TV to show renderings to be considered.
 - ◆ Displays to be circulated for review.
4. **Advertising:**
 - ◆ Broker blast to be designed for next week's meeting. The Marketing Directors, Inc. to send content.
 - ◆ Brochure cover is being redesigned. Specs to be circulated once finalized.
 - ◆ Floor plan quantities to be provided by The Marketing Directors, Inc.
 - ◆ Specs for stationery and floor plan templates to be circulated.

GALERIE**1. Sales Office:**

- ◆ Counter done Wednesday.
- ◆ Bathroom done next week.
- ◆ Sales office to be complete in 2 weeks.
- ◆ Building model fabricator is coming on Friday to re-wire model.

2. Displays:

- ◆ Bam sign fabricator will fabricate the following displays on plexi:
 - Neighborhood photos
 - Exterior signage
 - Builder's story
 - Map (R. Lebensfeld to recommend that spacers are used to provide dimension).
 - Amenities images and stock photos
- ◆ Items still to be determined include;
 - Logo (how to fabricate in a cost effective way but still have impact)
 - Pedestals (budget is approx \$150/pedestal)
 - Alternative to vinyl to be investigated
- ◆ DVD presentation/temporary loop is still being worked on. To be circulated for review once completed.
- ◆ Items for pedestal need to be ordered this week. Feather dusters & coffee cups approved.
- ◆ Cheaper martini glasses to be obtained
- ◆ Cornelia spa items have been ordered.

3. Renderings:

- ◆ Kitchen comments to be provided by The Marketing Directors, Inc.
- ◆ All comments have been sent to Kondylis.
- ◆ Renderings anticipated being complete by the end of the week.

4. Advertising:

- ◆ PDF of floor plans provided
- ◆ Floor plan template revised proof to be approved today – printing to be complete this week.
- ◆ Stationery printing to be complete next week
- ◆ Update on bags to be obtained.
- ◆ Temporary brochure awaiting renderings.
- ◆ Final brochure specs to be circulated so that printing bids can be obtained.
- ◆ Website design to begin so that site is ready to launch shortly after opening.
- ◆ Site signage – sign to be re-designed so that it is less busy. Sales Office address to be moved up and made more prominent.

5. Other Business:

- ◆ Combination plans are still in process.

**CASSA and Galerie
Contact Report # 36**

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: December 4, 2008
SUBJECT: Cassa and Galerie Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

CASSA

1. Advertising:

- ◆ Cassa brochure specs to be circulated tomorrow.
- ◆ Broker email blast presented. Comments to be circulated.
- ◆ Brochure with and without plexi covers to be priced. Both can be printed so that brochure can be given out at events and to brokers.
- ◆ Take-down brochure can also be considered.
- ◆ Map—additional logos to be added.

2. Renderings:

- ◆ To be completed by 12/17.

3. Building Model:

- ◆ In process.

4. Barricade Sign:

- ◆ Sign adjacent to building is coming down. Design for Cassa to be created to fill this space.
- ◆ Size of lettering is approved.
- ◆ Pricing presented by GH from MJG and Bam.
- ◆ Bam will be asked for vinyl proofs and will be required to visit site and take full responsibility for dimensions and site conditions.
- ◆ Landing page to be circulated for final review.
- ◆ Barricade signage design approved by S. Assa.

5. Displays:

- ◆ Per S. Assa, logo should not be etched. It should be applied to the back wall and painted white to achieve the white on white concept.
 - ◆ Lettering on front of desk approved.
 - ◆ Back lit view shot with reveal. Light box shop drawing will need to be provided by display fabricator and coordinated with architect.
 - ◆ Builder's story will be mounted plexi.
 - ◆ Brochure concepts approved.
 - ◆ Specs to be circulated for pricing.
6. **Sales Office:**
- ◆ Construction bids obtained.
 - ◆ Demolition almost complete.
 - ◆ David to be invited to next week's meeting.

GALERIE

1. **Sales Office:**
- ◆ Display fabricator proposal provided by The Marketing Directors, Inc.
 - ◆ Additional display proposal is being obtained by Assa Properties.
 - ◆ Displays must be installed before sales office opens.
 - ◆ Video loop with additional images to be circulated early next week.
 - ◆ Materials (feather duster, coffee cups, martini glasses) need to be purchased. L. Ward to follow up with R. Lebensfeld.
2. **Renderings:**
- ◆ Rendering completion date to be obtained. Comments were sent to renderer last week.
 - ◆ Meeting to be held with Costas to finalize renderings when next set of renderings is returned.
3. **Website:**
- ◆ A sample of floor plans will be put on website—not entire availability. The Marketing Directors, Inc. to recommend.
 - ◆ Starting prices to be put on home page.
 - ◆ The site will have music.
 - ◆ Location to be moved early in the order.
 - ◆ Views will be added to website under residences.
 - ◆ Website will be linked to Westpaces website.
 - ◆ Bank contact for pre-approval to be added.
 - ◆ Graphics and look approved.
 - ◆ Website can be ready to launch in three to four weeks. Website to be complete to be ready to launch when sales office opens.
4. **Media Schedule:**
- ◆ Detailed Google report showing website analytics to be obtained.
 - ◆ The Marketing Directors, Inc. recommends brokers weekly ads in last two weeks in January and every week in February.
 - ◆ All media will be monitored carefully and schedule will be revised accordingly.

- ◆ Google, Real Deal and City Realty to be started in January. The Marketing Directors, Inc. to send recommendations and additional free sites.
- ◆ Ads to be presented next week.

5. **Broker Event:**

- ◆ Event for brokers is being planned.
- ◆ Day at Cornelia Spa to be door prize.
- ◆ Event will be held at sales office.

6. **Site Fence:**

- ◆ Suspending something above sign and wrapping barricade to be designed.

7. **Advertising:**

- ◆ Floor plan templates to be delivered this Friday.
- ◆ Stationery has been delivered.
- ◆ Bags to be delivered Friday.

8. **Design Packages:**

- ◆ Crate & Barrel and CB2 are not a good fit. Inventory changes two times a year and CB's lack of design department.

9. **Other Business:**

- ◆ List of additional banks provided by The Marketing Directors, Inc. A. Mignone to send Offering Plan to all banks to pre-approve the condominium.
- ◆ Combination plans in process. R. Lebensfeld to coordinate.
- ◆ Audio packages will be offered to purchasers after they purchase. A. Mignone to send brochure to S. Assa.
- ◆ The Marketing Directors, Inc. feels that purchasers and their attorneys will object to the reimbursement of 421-A costs. Per S. Assa, this objection can be addressed on a case by case basis.

CASSA

Contact Report # 37

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: December 11, 2008
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. Sales Office Displays:

- ◆ Logo will be mounted letters painted white.
- ◆ Light box reveal to be detailed by DPM with the collaboration of Ten Arquitectos.
- ◆ Builder's story to be revised to show visuals of buildings Assa owns as well as info about financing partner.
- ◆ Creative options for building rendering to be brainstormed. B. Harvey to price glass to put in front of rendering.
- ◆ Inventory of all models has been sent to B. Harvey. Models are currently in Mexico and they may be needed for a spring exhibition.
- ◆ B. Harvey to ascertain if a sign can be put on the door exterior.

2. Brochure:

- ◆ D. Lin to visit Ten Arquitectos office to review models.
- ◆ Copy from Cetra Ruddy to be obtained.
- ◆ No photos of architects will be put in brochure—buildings will be featured instead.
- ◆ Alternative pricing options to be circulated with and without covers.

3. Landing Page:

- ◆ Architecture by Enrique Nortén to be added to page.
- ◆ Sales office address and opening date to be added.

4. Broker Blast:

- ◆ Revisions approved.

5. Renderings:

- ◆ Cropping exterior rendering and revising proportions of rendering to be facilitated by H. Everetts.
- ◆ There has been no progress on renderings. They have been put on hold for Galerie renderings.
- ◆ Deadline for rendering was 12/19. H. Everetts to expedite.

6. Sales Office:

- ◆ Contractor has been identified. Contract has not yet been officially awarded.
- ◆ Sales office completion will be between 2/1 and 2/15.
- ◆ A. Mignone to follow up with D. Fleming.

7. Bridge Sign:

- ◆ In production.
- ◆ Ten Arquitectos to be added on supplementary return.
- ◆ Sales office location to be added once office opens to return.
- ◆ Judaica sign to be hung underneath bridge.

8. Building Model:

- ◆ A different vendor is being used to light the model.
- ◆ The Marketing Directors, Inc. requires that homes be lit individually for the sales process.
- ◆ Lighting the building in blocks/zones is an option.

9. Design Packages:

- ◆ Meeting with Ligne Roset and Bo Concept to be scheduled.

CASSA

Contact Report # 38

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: December 18, 2008
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. **Renderings:**

- ◆ No renderings have been signed off on yet.
- ◆ Renderings to be dropped into brochure for review. To be circulated by email for review.

2. **Brochure:**

- ◆ Specs have been sent to printers for estimates.
- ◆ Brochure to be sent to printer next week.
- ◆ Mock up of revised brochure that is more cost-effective to be created.
- ◆ Copy from Cetra Ruddy still needed.

3. **Landing Page:**

- ◆ Sales office address to be removed until office opens.
- ◆ Separate registration page for brokers to be created.

4. **Bridge Signage:**

- ◆ From view to view is in production.
- ◆ Fabricator does not have all the artwork. Once all artwork is obtained sign can be installed in a week.

5. **Building Model:**

- ◆ To be shipped second week in January.
- ◆ H. Everetts to review Galerie model.

6. **Sales Office:**

- ◆ Contractor to be awarded today or tonight.

7. **Other Business:**

- ◆ Contracts to be obtained for Garde Robe and speaker's service, for both Cassa and Galerie.

CASSA

Contact Report # 39

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: January 8, 2009
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. Bridge Sign:

- ◆ To be installed on Saturday.
- ◆ B. Harvey to coordinate time with Pavarini.

2. Brochure:

- ◆ Cetra write-up not yet received.
- ◆ Inspiration reference images to be sent by Ten Arquitectos tomorrow.
- ◆ Fixture/finish photos are being obtained by GHD.
- ◆ Pricing is being obtained.
- ◆ Pavarini will not be included in Builder's story.
- ◆ Copy approved by S. Assa.
- ◆ Brochure to be mocked up full size and circulated. To be finalized and receive final sign off at next week's meeting.
- ◆ Soft cover brochure will be given out to brokers. 500 copies are needed.
- ◆ 100 copies are needed when office opens.
- ◆ Builder's story photos are being burned on cd by B. Goodrow. To be sent to D. Lin.
- ◆ Bags to be designed.

3. Renderings:

- ◆ People will be removed from all renderings.
- ◆ Ten Arquitectos to do some touch ups to renderings.
- ◆ Renderings to be complete by Monday.

4. Landing Page:

- ◆ To be posted before Saturday when the sign is installed.
- ◆ Broker registration link to be added.
- ◆ Landing page approved by S. Assa.

- ◆ Broker blast to be sent out once landing page is launched.

5. **Building Model:**

- ◆ To be completed by the end of next week.
- ◆ Model to be reviewed in Mexico before shipping.

6. **Sales Office:**

- ◆ To be complete by the first week in February.
- ◆ B. Goodrow to purchase furniture for condo model.
- ◆ Common area furniture to be reviewed.
- ◆ Backlight transparency to be speced and priced by GHD. Light box specs to be obtained.
- ◆ Display content has been approved. Pricing is being obtained.
- ◆ Cornelia Day Spa info to be sent by A. Mignone to GHD to create a display or book.
- ◆ Garde Robe info to be included in brochure package. To be added to amenities display.
- ◆ Additional model shipping info to be provided by H. Everett.

7. **Floor Plans:**

- ◆ All plans are needed in PDF form. A. Mignone to coordinate with H. Everetts.
- ◆ Will be printed in office.
- ◆ Template to be re-circulated for review and approval.

8. **Other Business:**

- ◆ Next week's meeting will be at 9:30 a.m. GHD to bring all collateral material to show hotel operator.

CASSA Sales Office Design Meeting

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: January 16, 2009
SUBJECT: Cassa Sales Office Design Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. Model Bedroom:

- ◆ Chair is approved (Swan chair).
- ◆ Bed and bedside table approved (Zola collection).
- ◆ Bedside table lamp alternative needed.
- ◆ Small shag rug needed.

2. Model Living Room:

- ◆ Working plasma will be put on film. 42".
- ◆ Dining chair approved (Globus chair). Wenge color.
- ◆ Coffee table may be too large. Alternate table to be identified.
- ◆ Neo sofa approved.
- ◆ Chair approved (Risom chair). Neutral color to be used.
- ◆ One chair will be used at this time. If we decide we need to show more seating an additional chair will be purchased.
- ◆ Steepholm rug approved. Red color will be used.
- ◆ Arco floor lamp approved.
- ◆ Zero table approved.

3. Reception Area:

- ◆ Sofa approved (Theatre sofa leather).
- ◆ Coffee tables approved.
- ◆ 42" plasma television with DVD player needed.

4. Closing Offices:

- ◆ White round tables.
- ◆ One desk chair.
- ◆ Four chairs for customers.

- ◆ The Marketing Directors, Inc. recommends white lacquer cabinetry above work stations for storage.
- ◆ Task lighting is needed.
- ◆ Counter top should be drilled for cable wires.
- ◆ Visual etching on doors and windows to be applied for safety.

5. General:

- ◆ Liebherr refrigerator may be used in residential homes.

CASSA Contact Report # 40

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: January 29, 2009
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. **Brochure:**
 - ◆ Awaiting renderings.
 - ◆ Comp should be ready next week. D. Lin to confirm with Laser Wave.
2. **Floor Plan Template:**
 - ◆ To be circulated for review.
3. **Bags:**
 - ◆ Per S. Assa, bag should be off the shelf, not custom.
 - ◆ Weight of sample bag approved.
 - ◆ Ribbon handles are fine.
 - ◆ Pricing to be obtained by GHD. R. Lebensfeld to price as well.
4. **Smaller Brochure:**
 - ◆ Per The Marketing Directors, Inc., more copy and info needs to be included.
 - ◆ Brochure will be open with view shots. One building shot to be eliminated.
 - ◆ Lifestyle including hotel services to be highlighted.
 - ◆ No additional pages will be added.
 - ◆ Price to mail brochure to be obtained.
 - ◆ Brochure can be mailed in clear envelope or as a self sealer.
 - ◆ The Marketing Directors, Inc. to identify content that needs to be included.
 - ◆ All renderings need to be disclaimed.
 - ◆ Envelopes that are not custom to be obtained. Brochure size to match.
5. **Website:**
 - ◆ Wireframes to be presented at next week's meeting.
6. **Sales Office:**

- ◆ Displays are ready to print once renderings are completed. Per S. Assa, no images will be included in builder's story.
- ◆ Light box vendor has been chosen.

7. Other Business:

- ◆ Meetings will be held at 10:30 a.m. on Thursdays going forward.
- ◆ Ligne Roset meeting to be scheduled Wednesday after Galerie meeting.
- ◆ Outstanding items in Pers approval document to be circulated.
- ◆ REBNY to be reached out to again. A. Albert to be asked to intercede.
- ◆ M. Klingenberg to reach out to Corcoran and other marketing firms to see what they are doing for mortgages.
- ◆ Lending institutes to be reached out to include:
 - Valley National Bank
 - Lloyds of London
 - Metlife Mortgage
 - HSBC Connection
 - Bank of China
 - PNC
 - Banco Popular
 - Atlantic Bank
 - Met Bank
 - NY Community
 - NY Life
 - Goldman Sachs
 - Capital One has been sent plans.
 - Chuck Schumer.

CASSA

Contact Report # 41

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: February 5, 2009
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. Brochure:

- ◆ Full comp to be provided by Laser Wave. Smaller brochure to be comped as well.
- ◆ Copy has been added.
- ◆ Envelopes are being priced and obtained.
- ◆ Size of brochure to remain the same. Copy to be increased in size.
- ◆ Builder's story blurbs to be removed.
- ◆ Map to be added in to content. Version of map will be created.
- ◆ Stock will be same as full size brochure.

2. Renderings:

- ◆ A. Mignone to compile comments from The Marketing Directors, Inc., GHD and B. Harvey.
- ◆ All comments to be sent to H. Everetts.

3. Floor Plan Template:

- ◆ Design approved.
- ◆ Copy edits/comments to be sent by The Marketing Directors, Inc.

4. Sales Office:

- ◆ Furniture reviewed but not approved. The Marketing Directors, Inc. to work with R. Lebensfeld.
- ◆ Sales office materials are available.
- ◆ Back lit view has been elongated. The Marketing Directors, Inc. is concerned that enlarging box may dilute resolution.
- ◆ Per G. Hanson, proportion may need to change. Light box drawing to be sent to G. Hanson to mark up.
- ◆ Alternative dining chair to be identified.

5. **Bags:**

- ◆ Off the shelf pricing provided.
- ◆ Laser Wave custom bag to be priced.

6. **Website:**

- ◆ All images will be full bleed images.
- ◆ Navigation bar is locked to the bottom. You will not need to scroll down to navigate.
- ◆ Next step is to animate.

7. **Financing:**

- ◆ Meeting for financing to be set for Monday at 10 a.m.
- ◆ PERS approval check to be cut.
- ◆ Capital One—follow up.
- ◆ Private banking institutions to be further explored.

CASSA

Contact Report # 42

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: February 12, 2009
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. Brochure:

- ◆ Main brochure comp to be received this week.
- ◆ Smaller brochure has had builders story removed and map added.
- ◆ Envelope has been located. Pricing to be circulated.
- ◆ Small brochure mock up to be left at Assa Properties for S. Assa to review.
- ◆ Map needs to be "beefed up". Lord & Taylor and Dean & DeLuca to be added. The Marketing Directors, Inc. to suggest additional points.

2. Website:

- ◆ Animation presented. To be circulated by email.
- ◆ Views to be added to the bottom of the floor plan.

3. Bags:

- ◆ R. Lebensfeld is obtaining pricing and samples. A. Mignone to follow up.

4. Renderings:

- ◆ B. Goodrow to obtain update.

5. Sales Office:

- ◆ New furniture selections to be reviewed.
- ◆ Sales office equipment pricing to be reviewed by B. Goodrow.

6. Waitlist:

- ◆ Waitlist response has been minimal. Ideas to increase visibility and response:
 - a. Broker blast announcing "Coming Soon". A. Mignone to send content to D. Lin for design.
 - b. Free listings—A. Mignone to investigate if coming soon listings can be posted.

- c. Teaser ads can be run.
 - d. Brokerage agreement to be mailed to brokerage firms with coming soon letter. A. Mignone to draft letter. Brokerage commission needs to be finalized.
 - e. Blog campaign.
 - f. Light the sign for night time visibility. B. Harvey to coordinate.
 - g. Google campaign keywords and budget to be created.
- ◆ Per B. Harvey no additional signage can be added to concrete structure or crane.
 - ◆ Signs were removed from street barricade.
 - ◆ Painting the phone number and website temporarily could be put on the undressed barricade.

7. Marketing Ideas:

- ◆ Brokers could be taken on hard hat tours to experience views. Binoculars could be given out. Insurance liability would have to be worked out.
- ◆ View shot photos to be taken every few floors. Views would be added to website.

8. Other Business:

- ◆ Cassa info packages have been sent to The Marketing Directors, Inc. exclusive broker for South America. Brokerage agreement must be signed. A. Mignone to send to S. Assa.
- ◆ Ligne Roset is available to meet 2/17 and 2/23-2/25 all day and 2/26 in the morning. S. Assa's schedule to be checked.
- ◆ PERS approval documents are being filled out.
- ◆ Desiron info to be followed up on by A. Mignone.
- ◆ Garde Robe contract status to be obtained from S. Assa.

CASSA Contact Report # 43

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: February 19, 2009
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. Advertising:

- ◆ Brochure comps have not been received. D. Lin to follow up.
- ◆ Map revisions are in process.
- ◆ Bag pricing to be finalized by R. Lebensfeld.
- ◆ Envelope pricing to be circulated by D. Lin.
- ◆ Website revisions are in process.
- ◆ Renderings are complete. Displays to be finalized and released as soon as possible. D. Lin, R. Lebensfeld and A. Mignone to coordinate.

2. Waitlist Marketing:

- ◆ Elite broker program will make brokers eligible to win a trip for two to a Desires Hotel and gift certificate for airfare.
- ◆ Elite broker program will be announced on splash page, broker blast and in letter sent to brokerage houses with broker agreement.
- ◆ Coming Soon letter to be circulated for review.
- ◆ Revisions to be made to blast and page announcing Elite Program.
- ◆ B. Harvey to follow up on adding light to sign.
- ◆ Adding signage to set back/beam is possible. Street signage that was removed may be too small to see from street. This will not be pursued as sign would only be temporary as the façade will be installed soon.
- ◆ Putting a link on the Ten Arquitectos website to splash page to be requested. A. Mignone to coordinate.
- ◆ Viral marketing campaign to be launched as soon as possible.
- ◆ Free listings to be posted this week. A. Mignone to coordinate.
- ◆ Per B. Harvey, there is too much liability involved with putting a sign on the crane.
- ◆ No signage can be put on the barricade outside the sales office.
- ◆ Google expert to attend next week's meeting. A. Mignone to coordinate.

3. Sales Office:

- ◆ There is a window in the model bathroom and the model bedroom. The Marketing Directors, Inc. recommends putting an accurate view shot in these windows. This would be a great opportunity to showcase our amazing views.
- ◆ Views could be done by installing mounted plexi and shining a light behind it. Trim and dimensions to be sent to G. Hanson.
- ◆ Façade will not be installed.
- ◆ The Marketing Directors, Inc. does not approve of cowhide rug and bedside lamp. Alternatives to be recommended by The Marketing Directors, Inc.

4. Other Business:

- ◆ Citywise NY is an international brokerage firm who will be promoting The Marketing Directors, Inc.'s properties, including Galerie and Cassa to foreign nationals. A. Mignone to send contract to R. Miglaccio.
- ◆ Ligne Roset meeting to be scheduled for 2/26/09 at 9 a.m.

CASSA

Contact Report # 44

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: February 26, 2009
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. Brochure:

- ◆ To go to printer as soon as possible.
- ◆ All comments to be sent to GHD today.
- ◆ Artwork to be released tomorrow.
- ◆ First hundred will be printed.
- ◆ Brochures needed by 3/17 event.
- ◆ To "on demand" print in USA brochure would have to be reformatted. It could be printed in a couple of days.

2. Online Marketing Group:

- ◆ Google keyword search—clicks can be bid on for lower prices and have longer presence.
- ◆ Prime time is 2:30-4:30 p.m. and 10 a.m. to 11:00 a.m.
- ◆ Ad groups can be created.
- ◆ Organic listings come up based on website optimization. No flash animation. It takes about a year.
- ◆ Long tail key words can help websites rise in rankings.
- ◆ Craigslist drives traffic and generates calls. Can be tracked by placing a phone number on website that only appears to visitors from craigslist or google.
- ◆ Recommended online budget \$2,500/month.
- ◆ International listings can be targeted to niche groups.
- ◆ Cityrealty.com produces qualified lookers.
- ◆ Combination of niche, local and traditional online sites.
- ◆ Proposal to be created and circulated by Tuesday.

3. Signage:

- ◆ Adding Cassa to the crane with phone number is not an option.
- ◆ Adding visibility for 6th Avenue would be an asset.

- ◆ Additional signage piece to be sent to Adam by GHD.
- ◆ In two weeks façade will be installed.
- ◆ Status of adding lights to sign to be obtained.

4. Waitlist Marketing:

- ◆ Broker blast to be sent out today.
- ◆ Broker intro letter being sent out. Report of brokers mailed to be circulated.
- ◆ Free listings have been posted on Trulia, Street Easy and OLR.
- ◆ Link on Arquitectos is in process.
- ◆ Cetra Ruddy website to be asked to be linked.

5. Sales Office:

- ◆ Purchaser profile to be circulated to aid in accessorizing.
- ◆ Displays can be released this week or early next week.
- ◆ Website is ready to launch as soon as we open.

CASSA

Contact Report # 45

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: March 5, 2009
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. Advertising:

- ◆ Website revisions to be circulated. Once revisions are approved, coding will begin which will take approximately three weeks.
- ◆ Displays to be released pending receipt of high res renderings. D. Lin to expedite.
- ◆ Floor plans distributed. The Marketing Directors, Inc. to review and provide comments.
- ◆ Brochure and bags are on schedule to be delivered by next week.
- ◆ There is a camera recording construction progress. Adding a live feed to website to be considered.

2. Grand Opening Party:

- ◆ Party to be organized. Event to be held Tuesday, April 21st.

3. Legal:

- ◆ OP says Subzero—this must be revised. To be added to agenda as open item.

4. Waitlist Marketing:

- ◆ First batch of broker intro letter and brokerage agreements mailed out. List of brokers mailed to circulated.
- ◆ Link to Arquitectos website still being pursued by A. Mignone.
- ◆ Online listings continue to be updated.
- ◆ Broker blast revisions provided. Blast approved by S. Assa. To be sent out as soon as possible.

5. Signage:

- ◆ Projecting images on a screen or the façade to be investigated.
- ◆ Projector could be placed across the street.

- ◆ Expert in projection to be identified.
- ◆ B. Harvey to ascertain if violation would take the form of stop work order.

6. **Design:**

- ◆ Design packages will not be pursued at this time.

7. **Sales Office:**

- ◆ The Marketing Directors, Inc. notes that the bathtub is very short. It is a 4' tub and only allows approximately 3.5' soaking.
- ◆ Projecting the logo outside the window onto the sidewalk below to be considered.
- ◆ Carpet to be installed 3/13.
- ◆ Furniture for model has been selected and ordered. It should be delivered by 4/6.
- ◆ Accessories have not been chosen. The Marketing Directors, Inc. recommends using a designer in order to achieve a refined and knock out look. B. Harvey to speak with Paris.
- ◆ Sales office equipment is in process.
- ◆ Per B. Harvey, a move-in date is approximately 3/27/09.
- ◆ Displays will take three weeks to print. They must be released immediately.
- ◆ The light box sticks out of the wall 3". A reveal is not needed if the side is finished nicely. Box is to be delivered next week.
- ◆ D. Lin to have plexi view panel fields measured.

CASSA

Contact Report # 46

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: March 12, 2009
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. **Renderings:**

- ◆ The renderings are not a high enough resolution for the displays.
- ◆ Rendering files in high res are needed from 3difica and then Ten Arquitectos would need to embellish them.

2. **Brochures:**

- ◆ To be delivered this week.

3. **Website:**

- ◆ Goal is to launch website by March 31st.
- ◆ Square feet to be removed from availability.
- ◆ Floor number for PH home on availability to be revised.
- ◆ Homes beginning on 28th floor to be added.
- ◆ Desires Hotel copy to be made Cassa-specific. To be coordinated with Desires Hotel. A. Mignone to provide Raul's contact info.
- ◆ Coding to begin.
- ◆ Cornelia 5 diamond rating to be added. Notable ratings to be added.

4. **Floor Plans:**

- ◆ Updated floor plans are needed from M. Peragine. Construction documents need to be updated first.
- ◆ Website will be launched before plans are complete. They can be added later.

5. **Waitlist Marketing:**

- ◆ 50 new agreements sent out. List presented. To be increased to 75-100/week.
- ◆ Four brokerage agreements received. To be run by legal.
- ◆ Waitlist to be cross-referenced with brokers mailed to.

6. Sales Office:

- ◆ Carpet to be installed on the 13th.
- ◆ Model will not be delivered until after the party.
- ◆ Model base will need to be modified to fit model.
- ◆ Linens have been purchased for model.
- ◆ Paris to be asked to help with accessorizing.

7. Displays:

- ◆ Displays may need to be re-designed to be smaller so they remain high res for printing.
- ◆ Light box is being installed today.
- ◆ The Marketing Directors, Inc. recommends angling map key down. Map key will be angled down 45 degrees.
- ◆ Plexi panel looks West. West views to be reviewed.
- ◆ A plaque will be made to disclaim the window in the bathroom as not every home gets them.
- ◆ B. Harvey to send list of homes with windows to The Marketing Directors, Inc. List to be double checked against floor plans.

CASSA

Contact Report # 47

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: March 19, 2009
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. Advertising:

- ◆ Sample brochure delivered. G. Hanson to speak with printer about quality. Pages are "oil canning" and quality is not sufficient.
- ◆ Bags have been printed.
- ◆ Stills of Cornelia Day Spa, Desires Hotel, and Garde Robe pages to be sent to vendors for approval.
- ◆ Final copy review must occur before coding starts.
- ◆ Floor plans are on hold until receipt of revised plans from M. Peragine. B. Harvey to expedite.
- ◆ Floor plans are being reviewed against window schedule by MDs.

2. Waitlist Marketing:

- ◆ 3rd batch of letters mailed this week.
- ◆ Broker Blast to be sent out on Friday.

3. Sales Office:

- ◆ Construction is proceeding. Carpet is going in today. Furniture is being delivered this week and next week.
- ◆ Paris has agreed to help with accessories. To be purchased once furniture is installed.
- ◆ Renderings are high enough resolution for displays. They will need to be corrected by GHD – this will take a couple of days.
- ◆ Display layout to be circulated by GHD to review for lighting.
- ◆ East and west views to be circulated for review. Views need to be decided upon for plexi windows in model.
- ◆ Building model has blue windows in it. Windows in the building will not be blue.

4. **Grand Opening Party:**

- ◆ Catering planning to begin.
- ◆ A. Mignone to coordinate give-aways with Cornelia spa, Garde Robe, and H. Everetts.

5. **Other Business:**

- ◆ Moving the meeting to Tuesday at 9am does not work with B. Harvey's schedule. Alternative times to be considered.
- ◆ Garde Robe Contract has not yet been finalized.
- ◆ Offering plan needs to be amended to reflect refrigerator brand.
- ◆ Vendor to project images on the building has not yet been located. MD's to continue to search for vendors.
- ◆ PERS approval to be submitted ASAP.
- ◆ On-line Marketing group invoices requested.

CASSA
Contact Report # 48

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: ~~March 26, 2009~~ **APRIL 1, 2009**
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. **Sales Office:**
 - ◆ Map location to be reviewed. May be moved to take advantage of existing lighting.
 - ◆ Punch list walk will be on Monday at 11 a.m.
 - ◆ Items that could be put on table instead of models to be brainstormed—architectural books, and/or beautiful blue prints can be considered.
 - ◆ The Marketing Directors, Inc. recommends purchasing china to serve beverages to prospects.
 - ◆ The Marketing Directors, Inc. recommends cleaning the window exteriors. Per B. Hooley, this is a building responsibility and will not be completed.
 - ◆ Unfinished heaters will remain. The Marketing Directors, Inc. prefers covering heaters as they look more finished and fit with the ambience of sales office.
 - ◆ Per The Marketing Directors, Inc., two burners in a one bedroom will be an objection to sales. Per S. Assa, this cannot be changed.
 - ◆ Plexi view shot chosen. View will be disclaimed as it is not the view you actually see from this line.
 - ◆ Per The Marketing Directors, Inc., W/D hook up must be shown in the model. No W/D will be an objection to sales and we must at least show the hook up.
2. **Brochure:**
 - ◆ G. Hanson has reached out to printer with quality comments but there has been no response.
 - ◆ R. Lebensfeld to intervene.
3. **Website:**
 - ◆ Design was signed off on.
 - ◆ Per S. Assa, website is signed off.
4. **Floor Plans:**

- ◆ To be completed by architects by the end of the month.
- ◆ Offering plan needs to be amended.
- ◆ Floor plans will need to be signed off on.
- ◆ Offering plan floor plans will be used in the sales.

5. Opening Checklist:

- ◆ Checklist to be updated.
- ◆ Two to three copies of offering plan to be printed by B. Goodrow in-house.
- ◆ B. Harvey to expedite architectural changes and submit amendment. Target submission date is April 8th.
- ◆ Color correcting of displays in process. Artwork to be released as soon as possible. Displays will take two weeks to produce. R. Lebensfeld to expedite production.
- ◆ Five hundred small brochures and twenty large brochures to be airmailed.
- ◆ Animation or presentation loop of renderings and views to be created to show on plasma in reception area.
- ◆ Phone lines are installed. Cassa phone number must be moved.
- ◆ Sales office address snipe for barricade sign to be re-circulated this week.
- ◆ Door sign for entry to be designed.
- ◆ Media schedule to be created with NY Times classified ad and NY Times DOC prices.
- ◆ Online Marketing Group to be asked for Google campaign budget.

CASSA

Contact Report # 49

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: ~~March 26, 2009~~ APR 6, 2009
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. Advertising Items:

- ◆ Smaller brochure delivered.
- ◆ Main brochure quality issues have been addressed.
- ◆ Website is being coded. To be launched the 3rd week of April.
- ◆ Snipe to be added to the splash page announcing grand opening and sales office address.
- ◆ Animation/visual to play on plasma has not been designed yet. D. Lin to send link by Monday for review.
- ◆ Barricade snipe options presented. MD's insists that sales office address and "now open" be added in addition to the architects' name so that prospects can find the sales office.
- ◆ Sign disclaiming windows in sales office to be created to by GHD. MD's to send copy.
- ◆ Media schedule to be circulated for review. NY Times prices for classified and DOC with examples of size must be included.
- ◆ Media schedule and on-line presence to be streamlined.

2. Sales Office:

- ◆ Mattress to be delivered/obtained by R. Lebensfeld. MD's recommends delivering ASAP and having linens cleaned so that the bed can be put together when accessories are installed.
- ◆ Sales team will woo concierge so that prospects are directed to the office.
- ◆ Sales office turn over date is Tuesday April 6th.
- ◆ Sales office keys and bathroom keys are needed for team.
- ◆ MD's to follow up with Paris about status of accessories.
- ◆ Display artwork to be released today w/out last rendering. Displays to be printed in the next few days. Installation date to be determined.

- ◆ Building model left Mexico. Tracking number and delivery date to be determined.
- ◆ Progress model status to be confirmed with H. Everetts.
- ◆ Exterior windows are not possible to clean.
- ◆ Building will clean sales office nightly.
- ◆ Appliances have been ordered and should not take longer than 2 weeks to deliver.

3. Other Business:

- ◆ S. Assa to circulate contact info for PR rep. A. Mignone to coordinate grand opening event with G. Sardar and PR.
- ◆ Offering plan revisions needed include:
 - Floor plans
 - Common Charges
 - Refrigerators
- ◆ Price for appraisals approved. A. Mignone to expedite.
- ◆ A. Mignone to obtain price range for projecting images on Cassa exterior.

CASSA

Contact Report # 50

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: March 26, 2009 — APRIL 9, 2009
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. Website:

- ◆ Website to be launched the end of next week.
- ◆ "Open house Sunday 12-4pm" to be added to home page of website.
- ◆ Sales Office Address and Grand Opening to be added to Home page of website.

2. Sales Office:

- ◆ Animation reviewed. Marketing circulated comments by e-mail prior to meeting.
- ◆ Renderings will not be added to loop.
- ◆ Sound will not be added to loop.
- ◆ View shots will be added to loop.
- ◆ Accessories have not yet been received. MD's to continue to follow up with Paris.
- ◆ Display proof to be obtained today. Displays should be installed early next week.
- ◆ Building model and progress model tracking numbers to be obtained by A. Mignone.
- ◆ MD's recommends extending glass top on reception desk to protect the Cassa logo which is being applied to the front of the desk.

3. Media Schedule and NY Times Ad:

- ◆ Media schedule to be revised so that it is not a list of options but is a recommended strategy. MD's and GHD to collaborate.
- ◆ DOC ad costs approximately \$11,000.
- ◆ DOC creative is not approved. "Cassa" is difficult to read and the image does not show well in black and white.

- ◆ MD's recommends running more frequently (i.e. Classified ads) vs. larger (ie. Doc ads).
- ◆ Classified ads cost approximately \$2,500.
- ◆ Classified ad w/building, type ad and other option to be circulated by e-mail.
- ◆ Ad will not be able to be run by the 19th. Creative to be circulated as soon as possible so that ad can be run the following weekend.
- ◆ Grand Opening and Open House 12-4pm to be included in ad.

4. Opening Plan:

- ◆ Sales office to open 4/19.
- ◆ Appointments to be made with brokers and waitlist people beginning on 4/19.
- ◆ Receptionist has been identified. Copy of her resume to be provided. She will start 4/17.

5. Other Business:

- ◆ Nadine Johnson PR is setting up call with Enrique Norton to set Grand Opening Event/Anniversary Party Date.
- ◆ Per S. Assa there will only be one large party. MD's to cull broker list to be brokers who signed up online and select elite brokers.
- ◆ S. Assa to comment on Garde Robe contract.
- ◆ A. Mignone met with projection team. A projection on 45th street is unnecessary. Projection options outside sales office windows are being considered. This may not have any impact due to scaffolding and may not be worth the cost. Proposal is being obtained.
- ◆ Check and sign off on appraisals is being obtained by R. Lebensfeld.
- ◆ CBS listings and visuals and info sent in. A. Mignone to follow up on obtaining creative for review.
- ◆ Online marketing group checks are being obtained by R. Lebensfeld.
- ◆ Common charges will not be revised in OP.
- ◆ Floor plans and refrigerator brand still need to be amended in OP.
- ◆ Barricade sign design has not been finalized. D. Lin to speak with H. Everetts.
- ◆ Floor plans are being reviewed by R. Lebensfeld.
- ◆ Offering plan expiration dates to be identified by A. Mignone and circulated to attorney.

CASSA

Contact Report # 51

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and M. Klingenberg
FROM: A. Mignone
DATE: April 24, 2009
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. Traffic and Sales:

- ◆ 5 qualified, 0 not qualified.
- ◆ Brokerage firms who previewed this week include New York Living Solutions, EMT-International, Corcoran, NY Living Solutions, Urban Residences, and Prudential Douglas Elliman.
- ◆ E-mail blasts were sent to past clients and prospects, brokers, Corcoran managers, Italian brokers, Cassa priority list, and Cassa broker priority list.
- ◆ All waitlist members were called.
- ◆ All broker priority list members were called.
- ◆ 75 additional brokers were mailed brokerage agreements.
- ◆ Marketing Directors' requests copies of signed contracts to use as a sales tool, showing success and motivating prospects to move forward.
- ◆ Financers specializing in International Buyers to be introduced to F. Uberti Bona by MD's.

2. Advertising:

- ◆ Website launched.
- ◆ Neighborhood display images have been approved. Rendering proofs to be received today.
- ◆ Media Schedule reviewed.
- ◆ NY Magazine remnant prices to be investigated.
- ◆ Size of Broker's Weekly ad that costs \$184 to be ascertained.
- ◆ MD's has seen success and recommends running in the New York Times Magazine, NY Magazine, The Robb Report, and Departures. Contacts from each publication to be circulated by MD's.
- ◆ Centria Media Schedule to be obtained and reviewed.

- ◆ Advertising in Vogue and People magazine are possibilities. Marketing recommends the Times Magazine and NY Magazine instead as they reach a more targeted market segment.
- ◆ Floor plans were reviewed today with architects. Once revisions are complete plans to be sent to GHD to make into marketing plans.
- ◆ NY Times ad to run this weekend.

3. Other business:

- ◆ Garde Robe contract remains outstanding.
- ◆ Checks for PERS appraisals remain outstanding.
- ◆ Checks for On-Line Marketing Group remain outstanding.
- ◆ Cassa and Galerie take down brochures to be handed out outside NY Observer Real Estate showcase.

CASSA

Contact Report # 56

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and J. Urgo
FROM: A. Mignone
DATE: June 3, 2009
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. Traffic and Sales:

- ◆ 2 Visitors, 1 broker, 6 phone calls.
- ◆ 180 brokers were presented to this week.
- ◆ Per R. Lebensfeld, 29C/D can be marketed as a combo to achieve lower two bedroom price point.
- ◆ NY Resident is scheduled for tomorrow.
- ◆ Art student mini-model competition to be held to gain press and obtain mini-model. A. Mignone to research and strategize.
- ◆ Website registration needs to be fixed. There are too many fields and emails are not being received in sales office.
- ◆ Desires co-marketing meeting to be scheduled.

2. PR:

- ◆ WSJ spoke with Enrique yesterday.
- ◆ Brokers Weekly and Real Estate Weekly will come out next week.
- ◆ Daily News.
- ◆ All brokers will be followed up with by email and call.

CASSA

Contact Report # 57

TO: S. Assa, R. Lebensfeld, S. Cattan, B. Harvey, G. Hanson, E. Ward, D. Lin and J. Urgo
FROM: A. Mignone
DATE: June 10, 2009
SUBJECT: Cassa Marketing Meeting

Please read the following minutes of the meeting and take special note of the items marked with your initials in the "Action" column. If you have any corrections to these minutes, please contact me or they will be considered correct.

ACTION/RESOLUTIONS:

1. Traffic and Sales:

- ◆ 5 Visitors, 22 brokers.
- ◆ 10 phone calls, 3 emails.
- ◆ A. Medawar to be reached out to by F. Uberti-Bona. Assistance to be offered. No urgency message to be delivered.
- ◆ No negotiation will be discussed on sales floor.
- ◆ Buyers should be put in touch with wealth management—Wells Fargo for financing. A. Mignone to provide list of contacts.
- ◆ List of banks from Setai to be obtained.
- ◆ International buyers to be asked for 30% down payment.
- ◆ International online listings to be researched by A. Mignone.
- ◆ Sheer curtain recommended by The Marketing Directors, Inc. Sample reviewed and rejected by ownership.
- ◆ Advertising free-lancer proposals to be circulated.
- ◆ R. Lebensfeld to expedite appraisals.

2. PR:

- ◆ Real Estate Weekly article published.
- ◆ Brokers Weekly article.
- ◆ Real Deal to publish party pictures.
- ◆ Metro to run next week (Wednesday).
- ◆ Whitewall to cover event.
- ◆ Daily News to run article on Friday.
- ◆ Architectural Digest and Architectural Digest Russia.
- ◆ Wall Street Journal story.
- ◆ 101 brokers attended event.
- ◆ Link to photos from broker event to be sent to The Marketing Directors, Inc.
- ◆ Press release to be sent as follow up to all press who were invited to event.

- ◆ The Marketing Directors, Inc. to do follow up for all brokers.
- ◆ E. Norton to be asked to focus on Cassa during interviews.
- ◆ Website to be included in all articles.

3. **Website:**

- ◆ Changes needed. Not all links work.
- ◆ The Marketing Directors, Inc. to put together list of what needs to be finished/fixed.

4. **Robb Report:**

- ◆ A. Mignone to ask Robb Report to layout ad. Price is approved. There will be no upfront commitment to running multiple ads.

5. **Model:**

- ◆ Sign to be created for model. "This is the perfect pied-a-terre and represents our smallest home."
- ◆ Backsplash needs to be installed.
- ◆ Refrigerator latch or way to open needed.

6. **Feedback From Local Brokers:**

- ◆ Prices are aggressive.
- ◆ Tub is narrow.
- ◆ W/D hookup versus W/D.

7. **Hotel Advertising:**

- ◆ Mandarin Oriental, Starwood and Soffitel do not allow real estate they are not affiliated with in their magazines.
- ◆ S. Assa to provide ad agency.

8. **Other Business:**

- ◆ Testimonials are recommended by The Marketing Directors, Inc. Per S. Assa, all buyers wish to remain anonymous.
- ◆ International trade shows are being researched.
- ◆ First class airline publications recommended by The Marketing Directors, Inc.
- ◆ D. Lenz to be reached out to again.
- ◆ High end invitation with president and CEO of The Marketing Directors, Inc. to be created for high end listings. S. Assa to reach out to this list as well.
- ◆ Direct mail (plain envelope) with one apartment listing to be sent to Olympic Tower, Centria (five buildings total).
- ◆ More stamps are needed for corporate outreach.
- ◆ Centria mailers to be reviewed.

EXHIBIT 43

STATE OF NEW YORK
DEPARTMENT OF STATE

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the Department of State, at the City of Albany, on February 19, 2010.

A handwritten signature in black ink, appearing to read "Daniel E. Shapiro".

Daniel E. Shapiro
First Deputy Secretary of State

201002190 42

NYS Department of State

Division of Corporations, State Records and UCC
One Commerce Plaza, 99 Washington Ave.
Albany, NY 12231-0001

www.dos.state.ny.us

Certificate of Assumed Name
Pursuant to General Business Law, §130

1. NAME OF ENTITY

WATERSCAPE RESORT LLC

1a. FOREIGN ENTITIES ONLY. If applicable, the fictitious name the entity agreed to use in New York State is:

2. NEW YORK LAW FORMED OR AUTHORIZED UNDER (CHECK ONE):

- Business Corporation Law
- Limited Liability Company Law
- Education Law
- Not-for-Profit Corporation Law
- Insurance Law
- Revised Limited Partnership Act

Other (specify law):

3. ASSUMED NAME

CASSA HOTEL & RESIDENCES

4. PRINCIPAL PLACE OF BUSINESS IN NEW YORK STATE (MUST BE NUMBER AND STREET. IF NONE, INSERT OUT-OF-STATE ADDRESS)

Asa Properties Headquarters
15 West 34th Street - 7th Floor
New York, NY 10001

5. COUNTIES IN WHICH BUSINESS WILL BE CONDUCTED UNDER ASSUMED NAME

ALL COUNTIES (if not, circle county(ies) below)

Albany	Clinton	Genesee	Monroe	Orleans	Saratoga	Tompkins
Allegany	Columbia	Greene	Montgomery	Oswego	Schenectady	Ulster
Bronx	Cortland	Hamilton	Nassau	Otsego	Schoharie	Warren
Broome	Delaware	Herkimer	<u>New York</u>	Putnam	Schuyler	Washington
Cattaraugus	Dutchess	Jefferson	Niagara	Queens	Seneca	Wayne
Cayuga	Erie	Kings	Oneida	Rensselaer	Steuben	Westchester
Chautauque	Essex	Lewis	Onondaga	Richmond	Suffolk	Wyoming
Chemung	Franklin	Livingston	Ontario	Rockland	Sullivan	Yates
Chenango	Fulton	Madison	Orange	St. Lawrence	Tioga	

6. INSERT THE ADDRESS OF EACH LOCATION WHERE BUSINESS WILL BE CARRIED ON OR TRANSACTED UNDER THE ASSUMED NAME.

Use a continuous sheet, if needed. (The address must be set forth in terms of a number and street, city, state and zip code. Please note that the address(es) reflected in paragraph 6 must be within the county(ies) circled in paragraph 5. If the entity does not have a specific location where it will conduct business under the assumed name please check the statement below.)

15 West 34th Street - 7th Floor
New York, NY 10001

66-70 West 45th Street
New York, NY 10036

No New York State Business Location

20100219042

INSTRUCTIONS FOR SIGNATURE: If corporation, by an officer; if limited partnership, by a general partner; if limited liability company, by a member or manager or by an authorized person or attorney-in-fact for such corporation, limited partnership, or limited liability company. If the certificate is signed by an attorney-in-fact, include the name and title of the person for whom the attorney-in-fact is acting. (Example, John Smith, attorney-in-fact for Robert Johnson, president.)

Salim Assa
Name of Signer

[Handwritten Signature]
Signature

Manager
Title of Signer

CERTIFICATE OF ASSUMED NAME
OF

WATERSCAPE RESORT LLC

(Insert Entity Name)

Pursuant to §130, General Business Law

FILER'S NAME AND MAILING ADDRESS

Richard J. Migliaccio, Esq.
Assa Property Headquarters
15 West 34th Street - 7th Fl
New York, NY 10001

ICC
STATE OF NEW YORK
DEPARTMENT OF STATE

FILED FEB 19 2010

TAXS 232318

BY: *JCH*

NOTE: This form was prepared by the New York State Department of State. You are not required to use this form. You may draft your own form or use forms available at legal stationery stores. The Department of State recommends that all documents be prepared under the guidance of an attorney. The certificate must be submitted with a \$25 fee. The Department of State also collects the following, additional, county clerk fees for each county in which a corporation does or transacts business: \$100 for each county within New York City (Bronx, Kings, New York, Queens and Richmond) and \$25 for each county outside New York City. All checks over \$500 must be certified.

(For office use only)

050511000261
JCH

2010 FEB 19 4H10:13
RECEIVED

EXHIBIT 44

STATE OF NEW YORK
DEPARTMENT OF STATE

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the Department of State, at the City of Albany, on October 28, 2009.

A handwritten signature in black ink, appearing to read "Daniel E. Shapiro".

Daniel E. Shapiro
First Deputy Secretary of State

20091028040

NYS Department of State
Division of Corporations, State Records and UCC
One Commerce Plaza, 99 Washington Ave.
Albany, NY 12231-0001
www.dos.state.ny.us

Certificate of Assumed Name
Pursuant to General Business Law, §130

1. NAME OF ENTITY

WATERSCAPE RESORT LLC

1a. FOREIGN ENTITIES ONLY. If applicable, the fictitious name the entity agreed to use in New York State is:

2. NEW YORK LAW FORMED OR AUTHORIZED UNDER (CHECK ONE):

- Business Corporation Law
- Limited Liability Company Law
- Education Law
- Not-for-Profit Corporation Law
- Insurance Law
- Revised Limited Partnership Act
- Other (specify law):

3. ASSUMED NAME

CASSA NY

4. PRINCIPAL PLACE OF BUSINESS IN NEW YORK STATE (MUST BE NUMBER AND STREET. IF NONE, INSERT OUT-OF-STATE ADDRESS)

c/o Assa Properties Headquarters
15 West 34th Street - 7th Floor
New York, NY 10001

5. COUNTIES IN WHICH BUSINESS WILL BE CONDUCTED UNDER ASSUMED NAME

ALL COUNTIES (if not, circle county[ies] below)

Albany	Clinton	Genesee	Monroe	Orleans	Saratoga	Tompkins
Allegany	Columbia	Greene	Montgomery	Oswego	Schenectady	Ulster
Bronx	Cortland	Hamilton	Nassau	Otsego	Schoharie	Warren
Broome	Delaware	Herkimer	<u>New York</u>	Putnam	Schuyler	Washington
Cattaraugus	Dutchess	Jefferson	Niagara	Queens	Seneca	Wayne
Cayuga	Erie	Kings	Oneida	Rensselaer	Stauben	Westchester
Chautauque	Essex	Lewis	Onondaga	Richmond	Suffolk	Wyoming
Chemung	Franklin	Livingston	Ontario	Rockland	Sullivan	Yates
Chenango	Fulton	Madison	Orange	St. Lawrence	Tioga	

6. INSERT THE ADDRESS OF EACH LOCATION WHERE BUSINESS WILL BE CARRIED ON OR TRANSACTED UNDER THE ASSUMED NAME. Use a continuous sheet, if needed. (This address must be set forth in terms of a number and street, city, state and zip code. Please note that the address(es) reflected in paragraph 6 must be within the county(ies) circled in paragraph 5. If the entity does not have a specific location where it will conduct business under the assumed name please check the statement below.)

15 West 34th Street - 7th Floor
New York, NY 10001

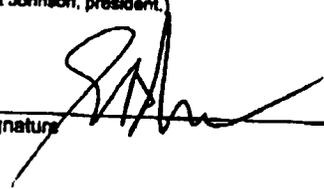
66-70 West 45th Street
New York, NY

No New York State Business Location

20091028040

INSTRUCTIONS FOR SIGNATURE: If corporation, by an officer; if limited partnership, by a general partner; if limited liability company, by a member or manager or by an authorized person or attorney-in-fact for such corporation, limited partnership, or limited liability company. If the certificate is signed by an attorney-in-fact, include the name and title of the person for whom the attorney-in-fact is acting. (Example, John Smith, attorney-in-fact for Robert Johnson, president.)

Salim Assa
Name of Signer

Signature 

Manager
Title of Signer

CERTIFICATE OF ASSUMED NAME
OF

WATERSCAPE RESORT LLC

(Insert Entity Name)

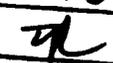
Pursuant to §130, General Business Law

FILED
2009 OCT 28 PM 1:13

FILER'S NAME AND MAILING ADDRESS

Richard J. Migliaccio, Esq.
Assa Properties Headquarters
15 West 34th Street
New York, NY 10001

1cc
STATE OF NEW YORK
DEPARTMENT OF STATE

FILED OCT 28 2009
TAXS 226181
BY: 

NOTE: This form was prepared by the New York State Department of State. You are not required to use this form. You may draft your own form or use forms available at legal stationery stores. The Department of State recommends that all documents be prepared under the guidance of an attorney. The certificate must be submitted with a \$25 fee. The Department of State also collects the following, additional, county clerk fees for each county in which a corporation does or transacts business: \$100 for each county within New York City (Bronx, Kings, New York, Queens and Richmond) and \$25 for each county outside New York City. All checks over \$500 must be certified.

(For office use only)

2009 OCT 27 PM 3:08

05051100241

EXHIBIT 45

STATE OF NEW YORK
DEPARTMENT OF STATE

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the Department of State, at the City of Albany, on July 3, 2014.

Anthony Giardina

Anthony Giardina
Executive Deputy Secretary of State

201407020 37

NYS Department of State
Division of Corporations, State Records and Uniform Commercial Code
One Commerce Plaza, 99 Washington Ave.
Albany, NY 12231-0001
www.dos.ny.gov

Certificate of Assumed Name
Pursuant to General Business Law §130

1. REAL NAME OF ENTITY: 511 Property LLC

1a. FICTITIOUS NAME, IF ANY, OF FOREIGN ENTITY (Not Assumed Name):

2. FORMED OR AUTHORIZED UNDER THE FOLLOWING NEW YORK LAW (Check one):

- Business Corporation Law
- Limited Liability Company Law
- Religious Corporations Law
- Education Law
- Not-for-Profit Corporation Law
- Revised Limited Partnership Act
- Other (specify law):

3. ASSUMED NAME: Casa Times Square Hotel and Residences

4. PRINCIPAL PLACE OF BUSINESS IN NEW YORK STATE (MUST INCLUDE NUMBER AND STREET). IF NONE, CHECK THIS BOX AND PROVIDE OUT-OF-STATE ADDRESS:

511 9th AVENUE
New York, New York 10018

5. COUNTY(S) IN WHICH ENTITY DOES OR INTENDS TO DO BUSINESS: ALL COUNTIES (or check applicable county(ies) below)

- | | | | | | | | |
|-----------------------------------|--------------------------------------|-------------------------------------|---------------------------------------|-----------------------------------|------------------------------------|--------------------------------------|--|
| <input type="checkbox"/> Albany | <input type="checkbox"/> Cattaraugus | <input type="checkbox"/> Chenango | <input type="checkbox"/> Delaware | <input type="checkbox"/> Franklin | <input type="checkbox"/> Hamilton | <input type="checkbox"/> Lewis | <input type="checkbox"/> Montgomery |
| <input type="checkbox"/> Allegany | <input type="checkbox"/> Cayuga | <input type="checkbox"/> Clinton | <input type="checkbox"/> Dutchess | <input type="checkbox"/> Fulton | <input type="checkbox"/> Herkimer | <input type="checkbox"/> Livingston | <input type="checkbox"/> Nassau |
| <input type="checkbox"/> Bronx | <input type="checkbox"/> Chautauque | <input type="checkbox"/> Columbia | <input type="checkbox"/> Erie | <input type="checkbox"/> Greene | <input type="checkbox"/> Jefferson | <input type="checkbox"/> Madison | <input checked="" type="checkbox"/> New York |
| <input type="checkbox"/> Broome | <input type="checkbox"/> Chemung | <input type="checkbox"/> Cortland | <input type="checkbox"/> Essex | <input type="checkbox"/> Genesee | <input type="checkbox"/> Kings | <input type="checkbox"/> Monroe | <input type="checkbox"/> Niagara |
| <input type="checkbox"/> Oneida | <input type="checkbox"/> Orleans | <input type="checkbox"/> Queens | <input type="checkbox"/> St. Lawrence | <input type="checkbox"/> Schuyler | <input type="checkbox"/> Steuben | <input type="checkbox"/> Warren | <input type="checkbox"/> Wyoming |
| <input type="checkbox"/> Onondaga | <input type="checkbox"/> Oswego | <input type="checkbox"/> Rensselaer | <input type="checkbox"/> Saratoga | <input type="checkbox"/> Seneca | <input type="checkbox"/> Suffolk | <input type="checkbox"/> Washington | <input type="checkbox"/> Yates |
| <input type="checkbox"/> Ontario | <input type="checkbox"/> Otsego | <input type="checkbox"/> Richmond | <input type="checkbox"/> Schoenectady | <input type="checkbox"/> Tompkins | <input type="checkbox"/> Sullivan | <input type="checkbox"/> Wayne | |
| <input type="checkbox"/> Orange | <input type="checkbox"/> Putnam | <input type="checkbox"/> Rockland | <input type="checkbox"/> Schoharie | <input type="checkbox"/> Ulster | <input type="checkbox"/> Tioga | <input type="checkbox"/> Westchester | |

6. ADDRESS OF EACH LOCATION, INCLUDING NUMBER AND STREET, IF ANY, OF EACH PLACE WHERE THE ENTITY CARRIES ON, CONDUCTS OR TRANSACTS BUSINESS IN NEW YORK STATE. Use page 2 if needed. The address(es) must be a number and street, city state and zip code. The address(es) reflected in paragraph 6 must be within the county(ies) indicated in paragraph 5. If none, check the box via New York State Business Location

511- 515 9th Avenue
New York, NY 10018

410 Park Avenue, Suite 1630
NY, NY 10022

Name of Signer: Salim Asa

Signature: [Signature]

- Capacity of Signer (Check one):
- Officer of the Corporation
 - General Partner of the Limited Partnership
 - Member of the Limited Liability Company
 - Manager of the Limited Liability Company
 - Authorized Person

Filer: Name: Salim Asa

Mailing Address: 410 Park Avenue, Suite 1630

City, State and Zip Code: New York, NY 10022

STATE OF NEW YORK
DEPARTMENT OF STATE

FILED JUL 02 2014

FAX 5 328 989

NOTE: This form was prepared by the New York State Department of State. You are not required to use this form. All documents should be prepared under the guidance of an attorney. The certificate must be submitted with a \$25 fee. For corporations, the Department of State also collects the following, additional, county clerk fee for each county in which a corporation does or intends to do business as indicated in paragraph 5: \$100 for each county within New York City (BROOKLYN, MANHATTAN, NEW YORK, QUEENS and RICHMOND) and \$25 for each county outside New York City. All checks over \$500 must be certified.

RECEIVED
JUL - 1 PH 4: 02

FILED
JUL - 2 PH 2: 26

EXHIBIT 46

STATE OF NEW YORK
DEPARTMENT OF STATE

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the Department of State, at the City of Albany, on July 3, 2014.

Anthony Giardina

Anthony Giardina
Executive Deputy Secretary of State

20140702005

NYS Department of State
Division of Corporations, State Records and Uniform Commercial Code
One Commerce Plaza, 99 Washington Ave,
Albany, NY 12231-0001
www.dos.ny.gov

Certificate of Assumed Name
Pursuant to General Business Law §130

1. REAL NAME OF ENTITY: 811 Property LLC

1a. FICTITIOUS NAME, IF ANY, OF FOREIGN ENTITY (Not Assumed Name):

STATE OF NEW YORK
DEPARTMENT OF STATE

2. FORMED OR AUTHORIZED UNDER THE FOLLOWING NEW YORK LAW (Check one):

- Business Corporation Law
- Limited Liability Company Law
- Religious Corporations Law
- Education Law
- Not-for-Profit Corporation Law
- Revised Limited Partnership Act
- Other (specify law):

FILED JUL 02 2014

328956

3. ASSUMED NAME: Cassa NY Times Square Hotel

BY: lck

4. PRINCIPAL PLACE OF BUSINESS IN NEW YORK STATE (MUST INCLUDE NUMBER AND STREET). IF NONE, CHECK THIS BOX AND PROVIDE OUT-OF-STATE ADDRESS:

811 9th Avenue
New York, NY 10018

5. COUNTY(IES) IN WHICH ENTITY DOES OR INTENDS TO DO BUSINESS: ALL COUNTIES (or check applicable county(ies) below)

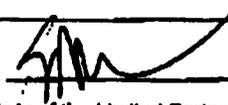
- | | | | | | | | |
|-----------------------------------|--------------------------------------|-------------------------------------|---------------------------------------|-----------------------------------|------------------------------------|--------------------------------------|--|
| <input type="checkbox"/> Albany | <input type="checkbox"/> Cattaraugus | <input type="checkbox"/> Chenango | <input type="checkbox"/> Delaware | <input type="checkbox"/> Franklin | <input type="checkbox"/> Hamilton | <input type="checkbox"/> Lewis | <input type="checkbox"/> Montgomery |
| <input type="checkbox"/> Allegany | <input type="checkbox"/> Cayuga | <input type="checkbox"/> Clinton | <input type="checkbox"/> Dutchess | <input type="checkbox"/> Fulton | <input type="checkbox"/> Herkimer | <input type="checkbox"/> Livingston | <input type="checkbox"/> Nassau |
| <input type="checkbox"/> Bronx | <input type="checkbox"/> Chautauque | <input type="checkbox"/> Columbia | <input type="checkbox"/> Erie | <input type="checkbox"/> Greene | <input type="checkbox"/> Jefferson | <input type="checkbox"/> Madison | <input checked="" type="checkbox"/> New York |
| <input type="checkbox"/> Broome | <input type="checkbox"/> Chemung | <input type="checkbox"/> Cortland | <input type="checkbox"/> Essex | <input type="checkbox"/> Genesee | <input type="checkbox"/> Kings | <input type="checkbox"/> Monroe | <input type="checkbox"/> Niagara |
| <input type="checkbox"/> Oneida | <input type="checkbox"/> Orleans | <input type="checkbox"/> Queens | <input type="checkbox"/> St. Lawrence | <input type="checkbox"/> Schuyler | <input type="checkbox"/> Steuben | <input type="checkbox"/> Warren | <input type="checkbox"/> Wyoming |
| <input type="checkbox"/> Onondaga | <input type="checkbox"/> Oswego | <input type="checkbox"/> Rensselaer | <input type="checkbox"/> Saratoga | <input type="checkbox"/> Seneca | <input type="checkbox"/> Suffolk | <input type="checkbox"/> Washington | <input type="checkbox"/> Yates |
| <input type="checkbox"/> Ontario | <input type="checkbox"/> Otsego | <input type="checkbox"/> Richmond | <input type="checkbox"/> Schenectady | <input type="checkbox"/> Tompkins | <input type="checkbox"/> Sullivan | <input type="checkbox"/> Wayne | |
| <input type="checkbox"/> Orange | <input type="checkbox"/> Putnam | <input type="checkbox"/> Rockland | <input type="checkbox"/> Schoharie | <input type="checkbox"/> Ulster | <input type="checkbox"/> Tioga | <input type="checkbox"/> Westchester | |

6. ADDRESS OF EACH LOCATION, INCLUDING NUMBER AND STREET, IF ANY, OF EACH PLACE WHERE THE ENTITY CARRIES ON, CONDUCTS OR TRANSACTS BUSINESS IN NEW YORK STATE. Use page 2 if needed. The address(es) must be a number and street, city state and zip code. The address(es) related in paragraph 6 must be within the county(ies) indicated in paragraph 5. If none, check the box: No New York State Business Location

511-516 9th Avenue
New York, NY 10018

410 Park Ave., Suite 1630
New York, NY 10022

Name of Signer: Saim Assa

Signature: 

- Capacity of Signer (Check one):
- Officer of the Corporation
 - General Partner of the Limited Partnership
 - Member of the Limited Liability Company
 - Manager of the Limited Liability Company
 - Authorized Person

Filer Name: Saim Assa

Mailing Address: 410 Park Avenue, Suite 1630

City, State and Zip Code: NY, NY 10022

NOTE: This form was prepared by the New York State Department of State. You are not required to use this form. All documents should be prepared under the guidance of the Department of State. The certificate must be submitted with a \$25 fee. For corporations, the Department of State also collects the following, additional, county clerk fees for each county in which a corporation does or intends to do business as indicated in paragraph 5: \$100 for each county within New York City (Bronx, Kings, New York, Queens and Richmond) and \$25 for each county outside New York City. All checks over \$500 must be certified.

FILED
JUL 02 2014

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

-----X
ASSA REALTY, LLC, Trademark Application
Opposer, Mark: CASSA
Application Serial No.: 85900657
-against- Filed: April 10, 2013
THE SOLUTION GROUP CORP., Published: February 4, 2014
Applicant. Opposition No.: 91215734
-----X

CERTIFICATE OF SERVICE

I, Joel Scott Ray, Esq., an attorney for Opposer, do hereby certify that on July 14, 2015, a true and correct copy of the foregoing **OPPOSER'S MOTION FOR SUMMARY JUDGMENT WITH THE AFFIDAVIT OF SALIM ASSA AND THE EXHIBITS** were served via overnight delivery by Federal Express on the following:

Sanchelima & Associates, P.A.
235 S.W. Le Jeune Road
Miami, Florida 33134
Jesus Sanchelima, Esq.

Dated: New York, New York
July 14, 2015

RICHARD J. MIGLIACCIO, ESQ.

1st Joel Scott Ray
By: Joel Scott Ray, Esq.