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FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027



U.S. Department of Commerce
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TRADEMARK

101717152

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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New

Resubmission (Non-Recordation)
Document ID #

Correction of PTO Error
Reel # Frame #

Corrective Document
Reel # Frame #

Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

Merger
Effective Date
Month Day Year

Change of Name

Other

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of conveying parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country Zip Code

Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation Association

Other

Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK
REEL: 002295 FRAME: 0412

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

(214) 969-1382

Name

Jocelyn R. Dabeau

Address (line 1)

Thompson & Knight L.L.P.

Address (line 2)

1700 Pacific Avenue, Suite 3300

Address (line 3)

Dallas, Texas 75201

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

4

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

2131912	2079180	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

4

Fee Amount

Fee Amount for Properties Listed (37 CFR 3:41):

\$

65.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

20-0821

Authorization to charge additional fees:

Yes

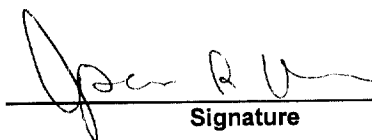
No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Jocelyn R. Dabeau

Name of Person Signing



Signature

May 3, 2001

Date Signed

SERVICE MARK ASSIGNMENT AGREEMENT

This Service Mark Assignment Agreement (this "Agreement"), entered into this 6th day of March, 2001 (The "Effective Date"), is made by and between The Selective Group, Inc., a Michigan corporation having its principal offices at 27655 Middlebelt Road, Suite 130, Farmington Hills, Michigan 48334 U.S.A. ("Assignor") and Centex Homes, a Nevada general partnership, having its principal offices at 2728 North Harwood, 8th Floor, Dallas, Texas, U.S.A. ("Assignee").

WITNESSETH

Whereas, Assignor has adopted and used, and is the owner of the service marks, and their respective applications and registrations, listed on Exhibit A (hereinafter collectively called "Marks"), and Assignee is desirous of obtaining the Marks;

Whereas, Assignor and Assignee are parties to a certain Sale and Purchase Agreement of February 28, 2001 in which Assignor conveyed certain of its assets to Assignee;

Whereas, Assignor has agreed to assign and Assignee has agreed to acquire all of Assignor's right, title and interest in and to the Marks, both registered and common law, the goodwill of the business symbolized thereby, and the right to recover damages and profits for past infringement thereof; and

Now, therefore, in consideration of the premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor hereby assigns, transfers and conveys unto Assignee all of Assignor's right, title and interest in and to the Marks, both registered and common law, the goodwill of the business symbolized thereby, and the right to recover damages and profits for past infringement thereof.
2. This Agreement shall be governed by and construed in accordance with the laws of the United States of America and the State of Michigan.

Signed at Detroit, Michigan, effective as of the 6th day of March, 2001.

THE SELECTIVE GROUP, INC.

By: 

Name: Michael P. Horowitz

Title: President

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REEL: 002295 FRAME: 0414

EXHIBIT A

Mark	Registration Date	Registration No.
THE SELECTIVE GROUP	January 27, 1998	2,131,912
SELECTIVE STYLE	July 15, 1997	2,079,180