

Form **PTO-1594** (Rev. 03/01)
 OMB No. 0651-0027 (exp. 5/31/2001)
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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
 U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Hovnanian Enterprises

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State **Delaware**
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: **September 12, 2003**

2. Name and address of receiving party(ies)

Name: **K. Hov IP, Inc.**
 Street:
 Address: **10 Highway 35**
 City: **Red Bank** State: **New Jersey** Zip: **07701**

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State: **California**
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)
78/152838

Additional number(s) attached Yes No

B. Trademark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **Brent D. Sanders**
 Internal Address: **Perkins Coie LLP**
 Street Address: **1201 Third Avenue, 40th Floor**
 City: **Seattle** State: **WA** Zip: **98101**

6. Total number of applications and registrations involved

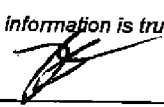
7. Total fee (37 CFR 3.41) **\$45.00**
 Enclosed
 Authorized to be charged to deposit amount

8. Deposit account number:
502278

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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

Brent D. Sanders  **Sept. 12, 2003**
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and documents:

Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patent & Trademark, Box Assignments
 Washington, D.C. 20231

CH \$40.00 502278 78152838

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Hovnanian Enterprises, Inc. ("Assignor"), a Delaware corporation with its principal place of business at 10 Highway 35, Red Bank, New Jersey 07701, has common law rights in the marks that are the subject of this assignment and as shown in the attached Exhibit and;

WHEREAS Assignor is the owner of the service mark registration set forth in Exhibit 1 and incorporated herein by reference;

WHEREAS, K. Hov IP, Inc. ("Assignee"), a California corporation with a place of business at 10 Highway 35, Red Bank, New Jersey 07701 is desirous of acquiring said common law rights, registration, and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the mark set forth in Exhibit 1 and together with that portion of its business relating to the mark and the goodwill appurtenant thereto.

Signed this 12th day of September, 2003.

Hovnanian Enterprises, Inc.

By



Name:

Peter S. Reinhardt

Title:

Senior V.P.

EXHIBIT 1
TRADEMARK REGISTRATIONS

Trademark	Application No.	Filed
FORTIS HOMES	78/152838	August 9, 2003