


Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings ⇌ ⇌ ⇌	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): Centex Corporation <input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <input type="checkbox"/> Other _____ Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving party(ies) Name: <u>The First American Corporation</u> Internal Address: _____ Street Address: <u>1 First American Way</u> City: <u>Santa Ana</u> State: <u>CA</u> Zip: <u>92707</u> <input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input checked="" type="checkbox"/> Corporation-State <u>California</u> <input type="checkbox"/> Other _____ <small>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment.) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</small>	
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ Execution Date: <u>02/17/2004</u>	4. Application number(s) or registration number(s): A. Trademark Application No.(s) <u>76/423,613</u> _____ B. Trademark Registration No.(s) <u>2,540,507</u> _____ Additional number(s) attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>Amy Flanagan, Paralegal</u> Internal Address: <u>6th Floor</u> _____ Street Address: <u>2728 N. Harwood</u> _____ City: <u>Dallas</u> State: <u>TX</u> Zip: <u>75201</u>	6. Total number of applications and registrations involved: 2 7. Total fee (37 CFR 3.41) \$ <u>65.00</u> <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account 8. Deposit account number: <u>502400</u>	
DO NOT USE THIS SPACE		
9. Signature. <div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="width: 30%;"> <u>Anita Nesser, Associate General Counsel</u> Name of Person Signing </div> <div style="width: 30%; text-align: center;">  Signature </div> <div style="width: 30%; text-align: right;"> <u>February 17, 2004</u> Date </div> </div> <div style="text-align: right; margin-top: 10px;"> 4 </div>		

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SERVICE MARK ASSIGNMENT

WHEREAS, Centex Corporation, a Nevada corporation (hereafter "**Assignor**"), having an address of 2728 N. Harwood, Dallas, Texas 75201-1516, has adopted and used the service mark(s) listed in Exhibit A attached hereto, and is the owner of all right, title, and interest in and to such service mark(s) and any associated registration(s) in the United States of America (collectively, the "**Marks**"); and

WHEREAS, The First American Corporation, a California corporation (hereafter "**Assignee**"), having an address of 1 First American Way, Santa Ana, California, 92707, desires to acquire all right, title, and interest in and to the Marks and any registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the entire right, title and interest in and to the Marks and any registrations therefor, together with the goodwill of the business connected with the use of and symbolized by said Marks, the right to recover for any infringement of the Marks prior to this Assignment, and all assets associated with that portion of the business.

IN WITNESS WHEREOF, the parties have caused their duly authorized representatives to execute this Service Mark Assignment on the dates and in the capacities shown below.

ASSIGNOR:

Date: 17 February, 2004

CENTEX CORPORATION,
a Nevada corporation

By: Raymond G. Smerge
Raymond G. Smerge
Executive Vice President, Chief Legal
Officer, General Counsel and Secretary

ASSIGNEE:

Date: February 12, 2004

THE FIRST AMERICAN CORPORATION,
a California corporation

By: James J. Dufficy
Its: Vice President

EXHIBIT A

MARK	SERIAL/REG. NO.
OPTIMA	76/423,613
OPTIMAS.COM	2,540,507