

Form **PTO-1594**
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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, Inc.

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

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 _____

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 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

Execution Date: February 23, 2004

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
78/152847

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

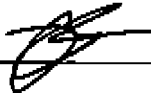
6. Total number of applications and registrations involved

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

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 Sanders _____  _____ August 17, 2004
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and documents: **2**

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 78152847

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Hovnianian 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 1 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 its principal 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 25th day of February, 2004 .

Hovnianian Enterprises, Inc.

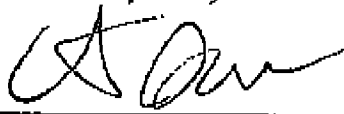
By 
Name: Peter S. Reinhart
Title: Senior V.P.

EXHIBIT 1
TRADEMARK APPLICATIONS

Trademark	Application No.	Filed
MATZEL & MUMFORD	78/152847	August 9, 2002