


Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)	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): HOVNIANIAN ENTERPRISES, INC. <input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation Delaware <input type="checkbox"/> Other: Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No	2. Name and address of receiving party(ies): Name: <u>K. HOV IP II, INC.</u> Internal Address: Street Address: <u>10 Highway 35</u> City: <u>Red Bank</u> State: <u>New Jersey</u> Zip: <u>07701</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: <u>Delaware</u> <input type="checkbox"/> Other: _____ If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes (Designations must be a separate document from assignment) <input checked="" type="checkbox"/> No Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
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>September 21, 2005</u>	4. Application Number(s) or Registration Number(s): A. Trademark Application No.(s): ;78/402,978 75/664,611 78/502,964 78/502,973 78/513,892 78/527,479 78/573,350 Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No B. Trademark Registration No.(s): 1,519,167 1,519,168 2,207,300 2,350,970 2,311,944 2,722,195 2,544,720 2,710,008 2,725,754 2,799,359 2,815,805 Additional numbers 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>LENER, DAVID, LITTEBERG, KRUMHOLTZ & MENIUK, LLP</u> Internal Address: _____ Street Address: <u>600 South Avenue West</u> City: <u>Westfield</u> State: <u>NJ</u> Zip: <u>07090</u>	6. Total Number of applications and registrations involved: <u>18</u> 7. Total fee (37 CFR 3.41) \$ <u>465</u> <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to Deposit Account <input type="checkbox"/> Authorized to be charged to credit card (Form 2038 enclosed) 8. Deposit account number: <u>12-1095</u> (Attach duplicate copy of this page if paying by deposit account)	
DO NOT USE THIS SPACE		
9. Statement and signature: <i>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.</i> <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <u>CHARLES P. KENNEDY</u> Name of Person Signing </div> <div style="width: 30%; text-align: center;">  Signature </div> <div style="width: 30%; text-align: right;"> <u>October 4, 2005</u> Date </div> </div> Total number of pages including cover sheet, attachments, and document: <input type="text" value="4"/>		

CH \$465.00 121095 78402978

ASSIGNMENT

WHEREAS, Hovnanian Enterprises, Inc. ("Assignor"), a corporation of the State of Delaware, having its principal place of business at 10 Highway 35, Red Bank, New Jersey 07701, has adopted, used and is the record owner of the following trademark applications and trademark registrations filed with or issued by the United States Patent and Trademark Office:

<u>Registration No.</u>	<u>Issue Date</u>	<u>Mark</u>
1,519,167	January 3, 1989	K. HOVNANIAN
1,519,168	January 3, 1989	K. HOVNANIAN and Design
2,207,300	December 1, 1998	IF YOU'RE NOT 55, YOU'LL WISH YOU WERE!
2,350,970	May 16, 2000	HOME DESIGN GALLERY
2,311,944	January 25, 2000	A WHOLE NEW WORLD ON THE HUDSON
2,722,195	June 3, 2003	MORE AT HOME
2,544,720	March 5, 2002	KHOV.COM
2,710,008	April 22, 2003	KHOV
2,725,754	June 10, 2003	LIFE. STYLE. CHOICES.
2,799,359	December 23, 2003	55 NEVER LOOKED SO GOOD
2,815,805	February 17, 2004	K. HOVNANIAN'S DISTINCTIVE PROPERTIES


<u>Application No.</u>	<u>Filing Date</u>	<u>Mark</u>
78/402,978	April 16, 2004	HOME DESIGN GALLERY
75/664,611	March 22, 1999	THE K. HOVNANIAN PERSONALIZATION ADVANTAGE
78/502,964	October 20, 2004	THE NAME BEHIND THE DREAM
78/502,973	October 20, 2004	THE AMERICAN DREAM IS JUST A CLICK AWAY
78/513,892	November 9, 2004	K. HOVNANIAN'S CONCIERGE CLUB
78/527,479	December 6, 2004	YOUR DREAM HOME HAS A HOME PAGE
78/573,350	February 23, 2005	THE NAME BEHIND THE AMERICAN DREAM

WHEREAS, K. Hov IP II, Inc. ("Assignee"), a corporation of the State of Delaware, having its principal place of business at 10 Highway 35, Red Bank, New Jersey 07701, has obtained and intends to obtain all rights of Assignor to the above-cited trademarks, trademark registrations and trademark applications, and is desirous of recording its name as record owner of such registrations and applications;

NOW, THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby acknowledge its assignment unto Assignee of all rights, title and interest in and to the aforesaid trademarks, trademark registrations and trademark applications, together with the goodwill of the business symbolized by such marks, and including the right to sue for and recover any damages for past infringement of any of such marks.

HOVNANIAN/ENTERPRISES, INC.

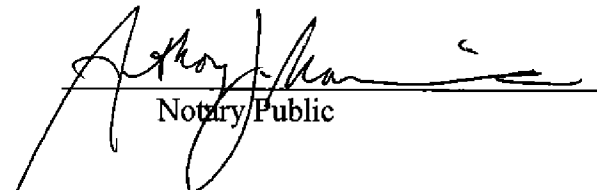
September
Dated: July 21, 2005

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

ANTHONY J. MAIMONE
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires May 29, 2008

State of New Jersey)
)
County of *Monmouth*) SS:

On the 21st day of September, before me came Peter S. Reinkert to me known who, being by me duly sworn, did depose and say that he/she was Sen. U.P. of Hovnanian Enterprises, Inc., the corporation described in and which executed the above instrument; that he/she signed his/her name and the name of said corporation to this instrument under authority of the Board of Directors of said corporation



Notary Public

ANTHONY J. MAIMONE
NOTARY PUBLIC OF NEW JERSEY
My Commission Expires May 29, 2008

