

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the assignee's state of incorporation and address previously recorded on Reel 003203 Frame 0924. Assignor(s) hereby confirms the assignment of the entire interest and goodwill.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HOVNANIAN ENTERPRISES, INC.		09/21/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	K. HOV IP II, INC.
Street Address:	110 WEST FRONT STREET
City:	RED BANK
State/Country:	NEW JERSEY
Postal Code:	07701
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Serial Number:	78402978	HOME DESIGN GALLERY
Serial Number:	78502973	THE AMERICAN DREAM IS JUST A CLICK AWAY
Serial Number:	78573350	THE NAME BEHIND THE AMERICAN DREAM
Serial Number:	78513892	K. HOVNANIAN'S CONCIERGE CLUB
Serial Number:	78502964	THE NAME BEHIND THE DREAM
Serial Number:	78527479	YOUR DREAM HOME HAS A HOME PAGE
Registration Number:	2725754	LIFE. STYLE. CHOICES.
Registration Number:	1519168	K HOVNANIAN
Registration Number:	2722195	MORE AT HOME
Registration Number:	2799359	55 NEVER LOOKED SO GOOD
Registration Number:	2207300	IF YOU'RE NOT 55, YOU'LL WISH YOU WERE!
Registration Number:	2544720	KHOV.COM
Registration Number:	2815805	K. HOVNANIAN'S DISTINCTIVE PROPERTIES

CH \$365.00 78402978

Registration Number:	2710008	KHOV
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CORRESPONDENCE DATA

Fax Number: (908)654-7866
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 908-654-5000
Email: trademarkadmin@ldlkm.com
Correspondent Name: CHARLES P. KENNEDY
Address Line 1: 600 SOUTH AVENUE WEST
Address Line 4: WESTFIELD, NEW JERSEY 07090

NAME OF SUBMITTER:	CHARLES P. KENNEDY
Signature:	/CHARLES P. KENNEDY/
Date:	06/01/2007

Total Attachments: 4
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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

PSA


WHEREAS, K. Hov IP II, Inc. ("Assignee"), a corporation of the State of ~~Delaware~~ ^{California,} having its principal place of business at ~~10 Highway 35~~ ^{110 West Front Street}, 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;

PSA

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.

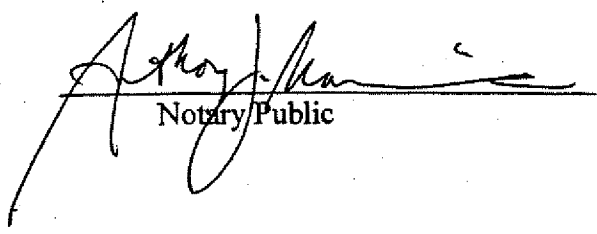
September
Dated July 21, 2005

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. Reinkens to me known who, being by me duly sworn, did depose and say that he/she was Senior V.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