

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Champion Home Builders Co.		07/13/2007	CORPORATION:
RECEIVING PARTY DATA			
Name:	Phoenix Housing Group, Inc.		
Street Address:	4604 Dundas Drive		
City:	Greensboro		
State/Country:	NORTH CAROLINA		
Postal Code:	27407		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2161423	SOUTHERN SHOWCASE	
CORRESPONDENCE DATA			
Fax Number:	(336)271-2830		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(336) 273-4422		
Email:	dcottelli@maccordmason.com		
Correspondent Name:	Donna Cottelli		
Address Line 1:	1600 Wachovia Tower, 300 N. Greene St.		
Address Line 4:	Greensboro, NORTH CAROLINA 27401		
ATTORNEY DOCKET NUMBER:	8974-002		
NAME OF SUBMITTER:	Donna Cottelli		
Signature:	/donnacottelli/		
Date:	07/23/2007		

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Total Attachments: 1
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ASSIGNMENT

WHEREAS, Champion Home Builders Co., a Michigan corporation having a principal place of business at 2701 Cambridge Court, Suite 300, Auburn Hills, Michigan 48326 (hereinafter Assignor), is the owner of United States Trademark Registration No. 2,161,423 of the mark SOUTHERN SHOWCASE, and which issued June 2, 1998; and

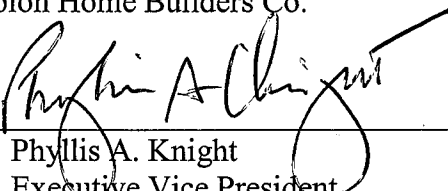
WHEREAS, Phoenix Housing Group, Inc., a North Carolina corporation (hereinafter Assignee), is desirous of acquiring said trademark and the registration thereof;

NOW, THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all rights, title, and interest in and to the trademark and the said registration, together with the good will of the business symbolized by the trademark.

This Assignment is executed at Auburn Hills, Michigan this 13th day of July 2007, and having an Effective Date of April 1, 2005.

Champion Home Builders Co.

By: _____


Phyllis A. Knight
Executive Vice President

Witness: _____

