

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	03/30/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Centex Corporation		07/03/2007	CORPORATION: NEVADA

RECEIVING PARTY DATA

Name:	Ginn Bulow Shores, LLC
Street Address:	215 Celebration Place, Suite 200
City:	Celebration
State/Country:	FLORIDA
Postal Code:	34747
Entity Type:	LIMITED LIABILITY COMPANY: GEORGIA

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	3248472	BULOW SHORES
Serial Number:	78673478	BULOW SHORES AT FLAGLER BEACH A TIMELESS WATERFRONT COMMUNITY

CORRESPONDENCE DATA

Fax Number: (404)365-9532
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 404-233-7000
 Email: trademark@mmmlaw.com
 Correspondent Name: Morris, Manning & Martin, LLP
 Address Line 1: 3343 Peachtree Road NE
 Address Line 2: 1600 Atlanta Financial Center
 Address Line 4: Atlanta, GEORGIA 30326

ATTORNEY DOCKET NUMBER:	19386-62934
NAME OF SUBMITTER:	Dana A. Schwind

TRADEMARK

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REEL: 003627 FRAME: 0383

OP \$65.00 3248472

Signature:

/Dana A. Schwind/

Date:

09/25/2007

Total Attachments: 4

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made effective as of March 30, 2007, by and between CENTEX CORPORATION, a Nevada corporation (hereafter "Assignor") and GINN BULOW SHORES, LLC, a Georgia limited liability company (hereafter "Assignee").

WHEREAS, Assignor is the owner of all right, title, and interest in and to such trademark(s) listed in Exhibit A attached hereto (collectively, the "Marks");

WHEREAS, Assignee 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, acknowledged by Assignor to be satisfactory and adequate, the parties do hereby agree as follows:

I. Assignor hereby conveys, transfers, assigns, delivers, and contributes to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the Marks (including, without limitation, all applications, registrations and registration renewals pertaining thereto) and the goodwill of the business (the Bulow Shores project) symbolized by the Marks, together with (1) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (2) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

2. Assignor further conveys, transfers, assigns, delivers, and contributes to Assignee all rights in the trade dress, labels, and designs associated with the Marks.

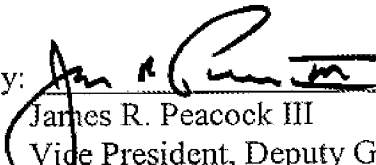
3. Assignor further covenants that it will execute all documents, papers, forms, and authorizations and take all reasonable actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Marks, provided that any such actions shall be at the sole cost and expense of Assignee.

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

ASSIGNOR:

CENTEX CORPORATION,
a Nevada corporation


Date: 7/03/07

By: 
James R. Peacock III
Vice President, Deputy General Counsel,
and Secretary

ASSIGNEE:

GINN BULOW SHORES, LLC,
a Georgia limited liability company

Date: 8/13/07

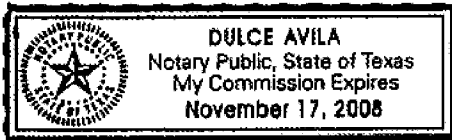
By: 
Name: Robert F. Masters
Title: Manager

STATE OF TEXAS

COUNTY OF DALLAS

BEFORE ME, the undersigned authority, on this day personally appeared James R. Peacock III and having been duly sworn by me, upon his oath states that he is Vice President, Deputy General Counsel and Secretary of Centex Corporation, a Nevada corporation, that he has read and understands the foregoing instrument, that he is authorized to execute said instrument, and acknowledged to me that he executed same for the purposes and consideration therein expressed, in the capacity therein stated, and as the act and deed of said corporation.

SUBSCRIBED AND SWORN TO BEFORE ME, this 3rd day of July, 2007.



Dulce Avila
Signature of Notary Public

Dulce Avila
Printed Name of Notary Public

My Commission expires: Nov. 17, 2008

STATE OF Florida

COUNTY OF Flagler

BEFORE ME, the undersigned authority, on this day personally appeared Robert E. Masters and having been duly sworn by me, upon his/her oath states that he/she is Manager of Ginn Bulow Shores, LLC, a Georgia limited liability company, that he/she has read and understands the foregoing instrument, that he/she is authorized to execute said instrument, and acknowledged to me that he/she executed same for the purposes and consideration therein expressed, in the capacity therein stated, and as the act and deed of said limited liability company.

SUBSCRIBED AND SWORN TO BEFORE ME, this 13th day of August, 2007.



Eileen P. Coleman
Signature of Notary Public

Eileen P. Coleman
Printed Name of Notary Public

My Commission expires: Apr. 10, 2011

EXHIBIT A

Federal Registrations

MARK	SERIAL/REG. NO.	OWNER
BULOW SHORES	3,248,472	Centex Corporation
BULOW SHORES AT FLAGLER BEACH A TIMELESS WATERFRONT COMMUNITY & DESIGN	78/673478	Centex Corporation
