

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
K. Hov IP, Inc.		05/28/2009	CORPORATION: CALIFORNIA
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: 1			
Property Type	Number	Word Mark	
Registration Number:	3071666	MATZEL & MUMFORD	
CORRESPONDENCE DATA			
Fax Number:	(206)359-9000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	206-359-8000		
Email:	pctrademarks@perkinscoie.com		
Correspondent Name:	Grace Han Stanton		
Address Line 1:	1201 Third Avenue, Suite 4800		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	35265.4000.0005.US001		
NAME OF SUBMITTER:	Grace Han Stanton		
Signature:	/Grace Han Stanton/		
Date:	05/28/2009		

CH \$40.00 3071666

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, K. Hov IP, Inc. ("Assignor"), a California corporation with its principal place of business at 110 West Front Street, Red Bank, New Jersey, 07701, is the listed owner of the service mark registration set forth in Exhibit 1 which is incorporated herein by reference;

WHEREAS, Assignor may have additional common law rights in the mark that is the subject of this assignment and as shown in the attached Exhibit; and

WHEREAS, K. Hov IP, II, Inc. ("Assignee"), a California corporation with its principal place of business at 110 West Front Street Red Bank, New Jersey 07701 is desirous of acquiring the registration, common law rights and the goodwill associated with the mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor has assigned and does hereby assign unto Assignee all right, title and interest in and to the mark set forth in Exhibit 1 together with the goodwill appurtenant thereto.

Signed this 28th day of May, 2009.

K. Hov IP, Inc.

By: 

Name: Peter Reinhart

Title: Senior Vice President & General Counsel

EXHIBIT 1

TRADEMARK REGISTRATION

Trademark	U.S. Reg. No.	Reg. Date
MATZEL & MUMFORD	3071666	3/21/2006