

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
Pulte Home Corporation		09/29/2009	CORPORATION: MICHIGAN

RECEIVING PARTY DATA

Name:	PNII, Inc.
Street Address:	100 Bloomfield Hills Parkway, Suite 300
Internal Address:	Law Department- Trademarks
City:	Bloomfield Hills
State/Country:	MICHIGAN
Postal Code:	48304
Entity Type:	CORPORATION: NEVADA

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	3363431	CELEBRATE THE LIFESTYLE
Registration Number:	3363432	CELEBRATE THE LIFESTYLE
Registration Number:	3366861	LEGENDARY LIFESTYLES
Registration Number:	3363433	LEGENDARY LIFESTYLES
Registration Number:	3459506	LIVE THE LIFESTYLE
Registration Number:	3464197	LIVE THE LIFESTYLE

CORRESPONDENCE DATA

Fax Number: (248)433-4595
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 248-433-4867
 Email: robin.dorer@pulte.com
 Correspondent Name: Robin W. Dorer
 Address Line 1: 100 Bloomfield Hills Parkway, Suite 300
 Address Line 2: Law Department- Trademarks
 Address Line 4: Bloomfield Hills, MICHIGAN 48304

TRADEMARK

900145110

REEL: 004076 FRAME: 0911

OP \$165.00 3363431

ATTORNEY DOCKET NUMBER:	ASSIGNMENT- LIFESTYLE
NAME OF SUBMITTER:	Robin W. dorer
Signature:	/Robin W. Dorer/
Date:	10/12/2009
Total Attachments: 2 source=Assignment- Lifestyle#page1.tif source=Assignment- Lifestyle#page2.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") made on September 29, 2009 is by and between Pulte Home Corporation, a Michigan corporation ("Assignor"), and PNII, Inc., a Nevada corporation ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and the corresponding registrations set forth on Exhibit 1 (collectively, the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby sells, assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademarks, together with the goodwill of the business connected with and symbolized by the Trademarks the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office to record the transfer of the registrations set forth on Exhibit 1 to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks.

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment Agreement as of the date first above written.

ASSIGNOR

Pulte Home Corporation

By: 

Jan M. Klym
Assistant Secretary

ASSIGNEE

PNII, Inc.

By: 

Robin W. Dorer
Assistant Secretary

Exhibit 1
Trademarks

<u>MARK</u>	<u>Reg. No.</u>
CELEBRATE THE LIFESTYLE	3,363,431
CELEBRATE THE LIFESTYLE	3,363,432
LEGENDARY LIFESTYLES	3,366,861
LEGENDARY LIFESTYLES	3,363,433
LIVE THE LIFESTYLE	3,459,506
LIVE THE LIFESTYLE	3,464,197