

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Matzel & Mumford Organization, Inc.		12/17/2010	CORPORATION: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	K. Hov IP, II, Inc.		
<b>Street Address:</b>	110 West Front Street		
<b>City:</b>	Red Bank		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07701		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2965030	LET'S BUILD IT TOGETHER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(206)359-9000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	206-359-8000		
<b>Email:</b>	pctrademarks@perkinscoie.com		
<b>Correspondent Name:</b>	Grace Stanton, Perkins Coie LLP		
<b>Address Line 1:</b>	1201 Third Avenue, Suite 4800		
<b>Address Line 4:</b>	Seattle, WASHINGTON 98101		
<b>ATTORNEY DOCKET NUMBER:</b>	35265.4000.0031.US001		
<b>NAME OF SUBMITTER:</b>	Grace Han Stanton		
<b>Signature:</b>	/Grace Han Stanton/		
<b>Date:</b>	12/21/2010		

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Total Attachments: 2

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## ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, The Matzel & Mumford Organization, Inc. ("Assignor"), a New Jersey 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 17<sup>th</sup> day of December, 2010.

The Matzel & Mumford Organization, Inc.

By: \_\_\_\_\_

Name: Peter S. Reinhart

Title: Secretary

EXHIBIT 1  
TRADEMARK REGISTRATION

Trademark	U.S. Reg. No.	Reg. Date
LET'S BUILD IT TOGETHER	2965030	7/5/2005