

<b>TRADEMARK ASSIGNMENT</b>
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Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Centex Corporation		06/06/2012	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
Name:	New NV Co. LLC		
Street Address:	3777 Boettler Oaks Drive		
City:	Uniontown		
State/Country:	OHIO / <i>United States</i>		
Postal Code:	44685		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	2146832	BUILDING BETTER FOR LESS	
<b>CORRESPONDENCE DATA</b>			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	330-896-7611		
Email:	joel.cardinal@waynehomes.com		
Correspondent Name:	New NV Co., LLC		
Address Line 1:	<del>joel.cardinal@waynehomes.com</del> <i>3777 Boettler Oaks Drive</i>		
Address Line 4:	Uniontown, OHIO 44685		
NAME OF SUBMITTER:	Joel Cardinal		
Signature:	/Joel Cardinal/		
Date:	09/06/2012		
Total Attachments: 4			
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OP \$40.00 2146832

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is by and between CENTEX CORPORATION, a Nevada corporation, having a place of business at 100 Bloomfield Hills Parkway, Suite 300 in Bloomfield Hills, Michigan 48304 (hereinafter "ASSIGNOR"), and New NV Co., LLC, a Nevada limited liability company, having a place of business at 3777 Boettler Oaks Drive in Uniontown, Ohio 96740 (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR, may possess ownership and other right, title, and interest in and to issued U.S. Reg. No. 2,146,832 for the mark, BUILDING BETTER FOR LESS, attached hereto as Exhibit A (hereinafter "the Mark"), together with any goodwill of the business connected with and symbolized by the Mark;

WHEREAS, ASSIGNOR wishes to assign, and ASSIGNEE wishes to acquire, all right, title and interest that ASSIGNOR may possess in and to the Mark.

NOW THEREFORE, in view of the mutual covenants exchanged herein, and for good and valuable consideration, the receipt and sufficiency of which is acknowledged by the parties, the parties agree that:

### 1. ASSIGNMENT

In exchange for good and valuable consideration of One Dollar (\$1.00), as may be required in some legal jurisdictions to recognize this document, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE all right, title and interest, in the United States and throughout the World, as-is and without any warranties or representations by ASSIGNOR, in and to the Mark identified and shown in the attached Exhibit A (the "Mark"), and the good will, if any, of the business connected with and symbolized by the Marks, along with the issued registration for the Mark, more commonly known as U.S. Reg. No. 2,146,832, as shown at Exhibit A hereto.

### 2. EXPENSES AND MAINTENANCE

Respecting the Mark embodied in U.S. Reg. No. 2,146,832, ASSIGNEE shall not be responsible for any costs, expenses or necessary maintenance incurred prior to the date of execution of this Assignment by Assignor, and ASSIGNOR shall not be responsible for any such costs, expenses or necessary maintenance incurred after the date of execution of this Assignment by the ASSIGNEE. ASSIGNEE shall bear the burden and expense of any recordation of this Assignment and other documents evidencing this transaction. Specifically, it shall be the ASSIGNEE'S sole responsibility to prepare, file, record, and submit any required documents and payments for this Assignment before the U.S. Patent & Trademark Office, as well as any required renewal payments or filings that may be required, from time to time, to maintain the Mark set forth at Exhibit A.

3. SEVERABILITY

The recitals to this Assignment are part of the Assignment. If any part of this Assignment is held void, the remaining parts will not be affected.

4. WAIVER

Any waiver of a breach by either party shall not be waiver of any subsequent breach.

5. MODIFICATIONS


This Assignment may be changed only by written amendment signed by both parties.

6. SUCCESSORS AND ASSIGNS

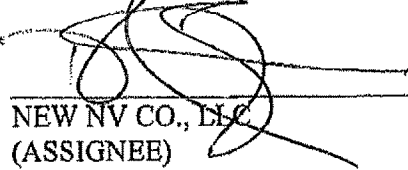
This Assignment shall inure to and be binding upon the parties and their successors and assigns.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of the date written below.

June 6, 2012

  
CENTEX CORPORATION  
(ASSIGNOR) JAN M. Klym, Asst. Secretary

June 9, 2012

  
NEW NV CO., LLC  
(ASSIGNEE)

# EXHIBIT A

Int. Cl.: 37

Prior U.S. Cls.: 100, 103, and 106

Reg. No. 2,146,832

United States Patent and Trademark Office

Registered Mar. 24, 1998

**SERVICE MARK  
SUPPLEMENTAL REGISTER**

**BUILDING BETTER FOR LESS**

ARTISTRY IN HOMEBUILDING (PARTNER-  
SHIP)  
6370 MT. PLEASANT ROAD  
N. CANTON, OH 44720

FIRST USE 7-1-1993; IN COMMERCE  
7-16-1993.

FOR: CONSTRUCTION SERVICES, NAMELY,  
PLANNING, LAYING OUT AND CONSTRUCTION OF RESIDENTIAL AND COMMERCIAL COMMUNITIES, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

SER. NO. 75-135,056, FILED P.R. 7-16-1996;  
AM. S.R. 1-9-1998.

ESTHER BELENKER, EXAMINING ATTORNEY