

TRADEMARK ASSIGNMENT

Electronic Version v1.1

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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.		08/01/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	K. HOV IP, II, Inc.		
Street Address:	110 West Front St.		
City:	Red Bank		
State/Country:	NEW JERSEY		
Postal Code:	07701-1139		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2395356	BRIGHTON HOMES	
Registration Number:	2412033	BRIGHTON HOMES	
CORRESPONDENCE DATA			
Fax Number:	7132765555		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	7132765525		
Email:	Houston.IP@gardere.com		
Correspondent Name:	Chris P. Perque		
Address Line 1:	1000 Louisiana, Suite 3400		
Address Line 2:	Gardere Wynne Sewell LLP		
Address Line 4:	Houston, TEXAS 77002		
ATTORNEY DOCKET NUMBER:	127317-3000, 3001		
NAME OF SUBMITTER:	Teresa J. Lechner-Fish		
Signature:	/ Teresa J. Lechner-Fish /		

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TRADEMARK

Date:

08/08/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made and entered into as of August 1, 2013 (the "Effective Date"), by and between K. HOV IP, Inc., a California corporation, having an address at 110 West Front St., Red Bank, NJ 07701-1139 ("Assignor") and K. HOV IP, II, Inc., a California corporation, having an address at 110 West Front St., Red Bank, NJ 07701-1139 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest, in and to the following:

1. U.S. Registration No. 2,395,356 for BRIGHTON HOMES in connection with Int'l Class 37; and
2. U.S. Registration No. 2,412,033 for BRIGHTON HOMES (and Design) in connection with Int'l Class 37;

(collectively, the "Marks") registered with the U.S. Patent and Trademark Office, and all associated common law rights and goodwill of the business associated with or symbolized by the marks; and

WHEREAS, Assignee wishes to acquire any and all rights Assignor has in and to the Marks, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, and all associated common law rights of such Assignor in the Marks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby sell, assign and convey to Assignee, all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the business in connection with which such Marks are used or may be used, and which is symbolized by such Marks, and any and all associated common law rights, statutory and other rights of Assignor in such Marks.

Assignor further hereby unconditionally and irrevocably sells, grants, assigns, transfers and conveys to Assignee all of Assignor's right, title and interest in and to all services and products and proceeds of the Marks and the goodwill of the business associated with or symbolized by the Marks (including, without limitation, all associated common law, statutory and other rights in the Marks), including, without limitation, any claims or causes of action Assignor may have, or be entitled to assert, against any third parties for past, present or future misappropriation or infringement of any of the foregoing or of the Marks or the goodwill of the business associated with or symbolized by the Marks, together with the right to sue and recover the same in the Assignee's own name, to have and to hold the same for Assignee's own use and benefit and for the benefit of Assignee's successors, assigns, and legal representatives.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments necessary, and to perform any other reasonable acts Assignee may require, in order to fully vest in Assignee all of Assignor's right, title and interest in and to the Marks, and all associated common law rights and goodwill.

1st IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed this day of August, 2013.

K. HOV IP, INC.

By: 

Michael Discatani

Vice President and Corporate Counsel