

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM369566

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JW Homes, LLC		01/14/2016	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Pulte Home Corporation		
Street Address:	3350 Peachtree Road, NE		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30326		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	3401084	JOHN WIELAND JOHN WIELAND HOMES AND NEIG	
Registration Number:	3171568	EXPERIENCE THE BEST	
Registration Number:	3157531	BUILDING BETTER SINCE 1970	
Registration Number:	3129850	EVERY DAY IS SPECIAL AT WOODMONT	
Registration Number:	3132882	DREAM BOOK	
Registration Number:	2841296	DUNES WEST	
Registration Number:	1464861	DREAM HOMES STILL EXIST	
Registration Number:	3829883	SIGNATURE HOMES	
CORRESPONDENCE DATA			
Fax Number:	2149813400		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2149813300		
Email:	jchester@sidley.com		
Correspondent Name:	Julia Chester c/o Sidley Austin LLP		
Address Line 1:	2001 Ross Avenue		
Address Line 2:	Suite 3600		
Address Line 4:	Dallas, TEXAS 75209		
ATTORNEY DOCKET NUMBER:	24179-10340		

CH \$215.00 3401084

NAME OF SUBMITTER:	Julia M. Chester
SIGNATURE:	/Julia M. Chester/
DATE SIGNED:	01/18/2016
Total Attachments: 4 source=Falcon - Assignment of Service Marks (final)#page1.tif source=Falcon - Assignment of Service Marks (final)#page2.tif source=Falcon - Assignment of Service Marks (final)#page3.tif source=Falcon - Assignment of Service Marks (final)#page4.tif	

ASSIGNMENT OF SERVICE MARKS

THIS ASSIGNMENT OF SERVICE MARKS (this "Assignment") is entered into this 14th day of January, 2016, by and between JW Homes, LLC, a Delaware limited liability company ("Assignor") and Pulte Home Corporation, a Michigan corporation ("Assignee").

WHEREAS, Assignor and PulteGroup, Inc., a Michigan corporation ("Buyer") are parties to a certain Asset Purchase Agreement dated as of December 15, 2015 (the "Purchase Agreement"), pursuant to which Buyer has agreed to purchase certain assets of Assignor, and Assignor has agreed to cause the same to be transferred, assigned and contributed to Buyer. Capitalized terms other than those defined below shall have the meaning ascribed to them in the Purchase Agreement;

WHEREAS, pursuant to an Assignment and Assumption Agreement dated as of the date hereof (pursuant to Section 12.8 of the Purchase Agreement), Buyer has assigned to Assignee and Pulte Homes Tennessee Limited Partnership all of Buyer's rights, liabilities and obligations arising under the Purchase Agreement with respect to the Purchased Assets, including the Marks (as defined below);

WHEREAS, Assignor owns all right, title and interest in and to and is the sole and exclusive owner of the United States service marks and service mark applications listed on Schedule A, attached hereto and incorporated herein (collectively, the "Marks"); and

WHEREAS, pursuant to the Purchase Agreement, Assignor desires to assign and transfer to Assignee all of its right, title and interest in and to the Marks and Assignee is desirous of acquiring the same.

NOW, THEREFORE, for the foregoing recited consideration and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby grants, sells, transfers, conveys, assigns and delivers to Assignee, and Assignee hereby purchases and accepts from Assignor, all of Assignor's right, title and interest, of whatever kind and nature, free and clear of any Encumbrances (except for Permitted Encumbrances), in and to the Marks, together with the goodwill of the business symbolized by the Marks, the right to sue for past infringement thereof, the registrations and applications for registration therefore, and all the benefit of the Marks. Assignor does further consent to the recordation of this Assignment by Assignee with the Commissioner of Patents and Trademarks and the Georgia Secretary of State.

[Signature page follows]

IN WITNESS WHEREOF Assignor and Assignee have executed this Assignment of Service Marks as of the date first written above.

JW Homes, LLC

Pulte Home Corporation

By:

Name:

Title:



Gregory Huff

Chief Executive Officer

By:

Name:

Title:

[Signature Page to Service Mark Assignment]

TRADEMARK
REEL: 005711 FRAME: 0495

IN WITNESS WHEREOF Assignor and Assignee have executed this Assignment of Service Marks as of the date first written above.

JW Homes, LLC

By: _____
Name: _____
Title: _____

Pulte Home Corporation

By: BR
Name: Bruce E. Robinson
Title: Vice President and Treasurer

**SCHEDULE A
MARKS**

Marks Registered with the USPTO

Mark	Registration Date	Registration No.
(John Wieland Signature) John Wieland Homes and Neighborhoods	March 25, 2008	3401084
Experience The Best	November 14, 2006	3171568
Building Better Since 1970	October 17, 2006	3157531
Every Day Is Special At Woodmont	August 15, 2006	3129850
Dream Book	August 22, 2006	3132882
Dunes West	May 11, 2004	2841296
Dream Homes Still Exist	November 10, 1987	1464861
Signature Homes	August 3, 2010	3829883

Mark Registered with the State of Georgia

Mark	Registration Date	Registration No.
Reunion (Residential Construction)	March 27, 2002	S-19842