


Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2001) Tab settings ⇒ ⇒ ⇒	RECORDATION FORM COVER SHEET TRADEMARKS ONLY	U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office
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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.		
1. Name of conveying party(ies): Hovnanian Enterprises <input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <u>Delaware</u> <input type="checkbox"/> Other _____ Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No	2. Name and address of receiving party(ies) Name: <u>K. Hov IP, Inc.</u> Street Address: <u>10 Highway 35</u> City: <u>Red Bank</u> , State: <u>New Jersey</u> Zip: <u>07701</u> <input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input checked="" type="checkbox"/> Corporation-State: <u>California</u> <input type="checkbox"/> Other _____ <small>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</small>	
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ Execution Date: <u>September 12, 2003</u>	4. Application number(s) or registration number(s): A. Trademark Application No.(s) <u>78/152842</u> Additional number(s) attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No B. Trademark Registration No.(s)	
5. Name and address of party to whom correspondence concerning document should be mailed: Name: <u>Brent D. Sanders</u> Internal Address: <u>Perkins Coie LLP</u> Street Address: <u>1201 Third Avenue, 40th Floor</u> City: <u>Seattle</u> State: <u>WA</u> Zip: <u>98101</u>	6. Total number of applications and registrations involved 7. Total fee (37 CFR 3.41) \$45.00 <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit amount 8. Deposit account number: <u>502278</u> (Attach duplicate copy of this page if paying by deposit account)	
DO NOT USE THIS SPACE		
9. Statement and signature. <i>To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document</i> <u>Brent D. Sanders</u>  <u>Sept. 24/2003</u> Name of Person Signing Signature Date Total number of pages including cover sheet, attachments, and documents: 3		

CH \$40.00 602278 78152842

Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patent & Trademark, Box Assignments
 Washington, D.C. 20231

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Hovnanian Enterprises, Inc. ("Assignor"), a Delaware corporation with its principal place of business at 10 Highway 35, Red Bank, New Jersey 07701, has common law rights in the marks that are the subject of this assignment and as shown in the attached Exhibit 1 and;

WHEREAS Assignor is the owner of the service mark registration set forth in Exhibit 1 and incorporated herein by reference;

WHEREAS, K. Hov IP, Inc. ("Assignee"), a California corporation with its principal place of business at 10 Highway 35, Red Bank, New Jersey 07701 is desirous of acquiring said common law rights, registration, and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the mark set forth in Exhibit 1 and together with that portion of its business relating to the mark and the goodwill appurtenant thereto.

Signed this 12 day of September, 2003.

Hovnanian Enterprises, Inc.

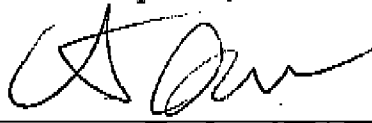
By 
Name: Peter S. Reinhart
Title: Senior V.P.

EXHIBIT 1
TRADEMARK APPLICATIONS

Trademark	Application No.	Filed
FORECAST	78/152842	August 9, 2002