

Arthur Rutenberg
Rutenberg Homes

T93000000942

March 31, 1998

Florida Department of State
Attn. Trademarks
409 East Gaines Street
Tallahassee, Florida 32399

600002483546--8
-04/01/98--01104--002
****150.00 *****50.00

600002483546--8
-04/01/98--01104--002--8
****150.00 *****50.00

RE: Assignment of Trademark

Dear Sir or Madam:

Please find enclosed, an original Assignment of Trademark between Charles Rutenberg, Charles Rutenberg Homes, Inc. and Jane Rutenberg for the following Marks listed below:

Smart Start Homes and Design	Registered	#1557
VALUPRICED	Registered	#T93000000941
SMARTBUILT	Registered	#T93000000942

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DIVISION OF CORPORATIONS
98 APR 23 PM 3:01

Please register the above trademarks under the new owner. A check in the amount of \$150.00 for the three Marks is enclosed.

Please process as soon as possible. Please contact me if anything further is needed.

Sincerely,

ARTHUR RUTENBERG HOMES, INC.

Michele Reeser

Michele Reeser
Executive Assistant

/mr
Enc.

ASSIGNMENT

Name Availability	T93000000942
Document Examiner	GSH
Updater	GSH
Updater Verifier	GSH
Acknowledgement	GSH
W. P. Verifier	GSH

O:\EXEC\MICHELE\LEGAL\CR2JR.TM

ASSIGNMENT OF TRADEMARK

THIS IS AN ASSIGNMENT, made this 9 day of July, 1996, by CHARLES RUTENBERG, an individual residing in Pinellas County, Florida and CHARLES RUTENBERG HOMES, INC, a Florida corporation (together hereinafter referred to as the "Assignor"), to JANE RUTENBERG, an individual residing in Pinellas County, Florida (hereinafter referred to as the "Assignee"). Assignee's address is 400 Gulf Boulevard, Belleair Shore, Florida 33786.

RECITALS:

The Assignor is the owner of the Trademark "Charles Rutenberg Homes" and related tradenames and has retained all common law rights therein, attached hereto as Exhibit "A", (collectively referred hereto as "Intangible Property").

NOW, THEREFORE, for valuable consideration, the receipt of which is hereby acknowledged, the Assignor hereby assigns to the Assignee, their entire right, title, and interest in the Intangible Property, together with the goodwill of the business in connection with such Intangible Property's use.

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98 APR 23 PM 3:01

IN WITNESS WHEREOF, the Assignor has executed this instrument the day and year first above written.

WITNESSES:

Bernadette Le Clair

Charles Rutenberg
CHARLES RUTENBERG

(As to Charles Rutenberg)

Bernadette Le Clair

Charles Rutenberg
CHARLES RUTENBERG HOMES, INC.

(As to Charles Rutenberg Homes, Inc.)

[Signature]

Jane Rutenberg
JANE RUTENBERG

(As to Jane Rutenberg)

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98 APR 23 PM 3:01

STATE OF FLORIDA
COUNTY OF PINELLAS

The foregoing instrument was acknowledged before me this 9 day of July, 1996, by CHARLES RUTENBERG. He is personally known to me or did produce _____ as identification and did/did not take an oath.

Bernadette Le Clair

Notary Public

My commission expires: 7/29/99



BERNADETTE LE CLAIR

My Comm Exp 7/29/99

Bonded By Service Ins

No. CC446240

Personally Known Other I.D.

STATE OF FLORIDA
COUNTY OF PINELLAS

The foregoing instrument was acknowledged before me this 9th day of July, 1996, by CHARLES RUTENBERG, as PRESIDENT of CHARLES RUTENBERG HOMES, INC., a Florida corporation, on behalf of the corporation. He is personally known to me or did produce _____ as identification and did/did not take an oath.

Bernadette Le Clair
Notary public
My commission expires: 7/29/98



BERNADETTE LE CLAIR
My Comm Exp. 7/29/99
Bonded By Service Ins
No. CC446240
 Personally Known Other I.D.

STATE OF FLORIDA
COUNTY OF PINELLAS

The foregoing instrument was acknowledged before me this 9th day of July, 1996, by JANE RUTENBERG. She is personally known to me or did produce _____ as identification and did/did not take an oath.



Sharlene M. Kraycik
Notary Public
My Commission Expires:

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EXHIBIT "A"

<u>Mark</u>	<u>Registration Status</u>	<u>Registration Agency</u>	<u>Application/ Registration No.</u>
Charles Rutenberg Homes	Applied For	U.S. Patent and Trademark Office	Pending
Charles Rutenberg and Design	Applied For	U.S. Patent and Trademark Office	Pending
Smart Start Homes and Design	Registered	Florida Department Of State	T15447
VALUPRICED	Registered	Florida Department Of State	T93000000941
SMARTBUILT	Registered	Florida Department Of State	T93000000942

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