

Form PTO-1594
(Rev. 10/02)
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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Benjamin Moore & Co.

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 12/10/2002

2. Name and address of receiving party(ies)

Name: Columbia Insurance Company

Internal Address: _____
Address: _____

Street Address: 3024 Harney Street

City: Omaha State: NE Zip: 68131

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Nebraska
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 2,645,429
(MOORGARD - SN 76/265,600)

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Thomas L. Holt

Internal Address: Brinks Hofer Gilson & Lione

Street Address: P.O. Box 10395

City: Chicago State: IL Zip: 60610

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

23-1925

DO NOT USE THIS SPACE

9. Signature.

Thomas L. Holt
Name of Person Signing


Signature

8/18/03
Date

Total number of pages including cover sheet, attachments, and document: 7

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

CH \$40.00 231925 2645429

FEDERAL TRADEMARK ASSIGNMENT

WHEREAS, **BENJAMIN MOORE & CO.**, a corporation organized and existing under the laws of New Jersey ("BenMoore"), is the owner of the United States trademarks and applications/registrations shown on the attached list; and

WHEREAS, **COLUMBIA INSURANCE COMPANY**, a corporation organized and existing under the laws of Nebraska ("Columbia"), desires to acquire said United States trademarks and the applications/registrations therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, BenMoore does hereby assign, set over and transfer to Columbia, its successors and assigns, the entire right, title and interest in and to each of said United States trademarks, together with the goodwill of the business associated therewith, and the applications/registrations therefor, effective January 1, 2003.

BENJAMIN MOORE & CO.

By: Donald E. Devine II
Donald E. Devine, II
Senior Vice President & CFO

STATE OF NEW JERSEY)
) ss.
COUNTY OF BERGEN)

On this 16th day of December, 2002, before me, a Notary Public in and for the County aforesaid, personally appeared **Donald E. Devine, II**, personally known to me and known to me to be the person whose name is subscribed to the foregoing instrument, who stated that he was the **Senior Vice President & CFO** of **BENJAMIN MOORE & CO.**, and that he had been duly authorized by the Board of Directors of said corporation to execute the foregoing instrument under said authority.

Frank Sneyer
Notary Public
April 5, 2005
My Commission Expires

FRANK SNEYER
Notary Public of New Jersey
My Commission Expires April 5, 2005

FEDERAL TRADEMARK ASSIGNMENT SCHEDULE

Benjamin Moore & Co. Federal Registered Trademarks	Registration Number	Class	Goods or Services
<i>Acrothane</i> [®] (Assignment pending to Benjamin Moore & Co.)	1016640	2	Two-component acrylic urethane protective finish
<i>AquaGlo</i> [®]	0860871	2	Latex enamel for interior use
<i>AquaPearl</i> [®]	1466842	2	Paint for interior use
<i>AquaVelvet</i> [®]	2021046	2	Latex paint for interior use
<i>Benjamin Moore</i> [®]	2009814	2	Exterior and interior paints, paint primers, sealer coatings in the nature of paint for use in home maintenance, varnishes, lacquers, wood stains and paint sealers
<i>Benjamin Moore</i> [®]	2219572	16	Paint brushes and paint applicator rollers
<i>Benjamin Moore Fresh Start</i> [®]	2076204	2	Interior and exterior primers
<i>Benjamin Moore Paints</i> [®]	2057896	17 and 19	Caulk, sealant and patching compound Spackling compound and spackling paste
<i>Benjamin Moore Paints and the Triangle "M" Device</i> [®]	0639245	2	Paints and enamels
<i>Benwood Finishes</i> [®] (Stylized)	0631179	2	Stains, varnishes and wood fillers in the nature of compositions comprising a pigment and vehicle for treating wooden surfaces preparatory to the application of paint, varnish or shellac
<i>Best Paint. Best Advice.</i> [®]	2144513	2	Interior and exterior paint and interior and exterior coatings in the nature of paint
<i>BMI and design</i> [®]	2357939	41	Marketing education for contractors in the field of painting rendered through correspondence courses
<i>Brilliant Coatings</i> [®]	2195333	16	Newsletter for professional painting contractors
<i>HEX-WEAR</i> [®] (Stylized)	0626801	2	Enamels
<i>Color Preview</i> [®]	2498698	2	Interior and exterior paint and interior and exterior coatings in the nature of paint
<i>Color Preview Studio</i> [®]	2505162	20	Display racks for displaying paint colors on chips and house scenes
<i>Colorscapes</i> [®]	2127806	2	Interior and exterior paints, stains and clear finishes
<i>ENAMEL</i> [®] (Stylized)	0583834	2	Paint enamels
<i>EnamelSpec</i> [®]	2451537	2	Interior and exterior paint and coatings in the nature of a paint
<i>EnamelSpec Performance</i> [®]	2512681	2	Exterior paint
<i>Epicon</i> [®] (Assignment pending to Benjamin Moore & Co.)	1123533	2	Heavy duty epoxy based paint coatings for masonry and steel

Benjamin Moore & Co. Federal Registered Trademarks	Registration Number	Class	Goods or Services
Faux Finesse®	2034277	9	Pre-recorded instructional video tapes relating to surface painting and interior decorating
Impervex®	1379929	2	Latex enamel
IMPERVO® (Stylized)	0582755	2	Stains and enamels
IMPERVO with design®	0161566	2	Stains and finishes
IronClad® (Stylized)	0607563	2	Enamels, varnishes, ready mixed paints, surface coating primers and paste paints
K&B® (Stylized)	1919137	2	Indoor acrylic latex paint
Moorcrafft®	0605354	2	Paints and enamels
Moorcrafft Super Crafft®	2284001	2	Interior and exterior paint designed for professional painters
Moorcrafft Super Hide®	2133184	2	Exterior paint, paint primer and block filler in the nature of paint used for masonry
Moorcrafft Super Spec®	2286409	2	Interior and exterior paint designed for professional painters
Moore's® (Stylized)	0587789	2	Protective and decorative coatings-namely, calcimine, ready-mixed paint, liquid paint, paste paint, semi-paste paint, varnish, stains, enamel, transparent glazing liquid in the nature of a varnish for producing glazed effects upon painted surfaces, surface primers, red lead paint, floor finish in the nature of a varnish for sealing and preserving floor surfaces, wood filler in the nature of a composition comprising a pigment and vehicle for treating wooden surfaces preparatory to the application of paint, varnish or shellac, colors in oil, mixing oil for reinforcing paint
Moore's COLORX®	2191422	9	Device to measure, match and/or specify color targets for use in retail paint stores, namely, spectrophotometer with software
Moore's COLORX and design®	2192755	9	Device to measure, match and/or specify color targets for use in retail paint stores, namely, spectrophotometer with software
MooreGlo® (Stylized)	1045195	2	Latex house and trim paint
Moorlastic®	1509748	2	Acrylic latex waterproof coating for masonry, wood & metal surfaces
Moorlastic®	2037582	17 and 19	Caulking and adhesive sealants for general use Spackling compound made of an elastomer, spackling compound and spackling paste
Moorlife®	1657089	2	Exterior house paint
Moorseal®	2196530	17	Caulking, adhesive sealants for general use and sealants for building
Moorwhite®	0282686	2	Ready mixed paints
Moorwood®	0825196	2	Heavy body and penetrating stains for application to wood surfaces
Muresco®	0762596	2	Ready mixed paints

Benjamin Moore & Co. Federal Registered Trademarks	Registration Number	Class	Goods or Services
<i>PAQUA</i> ® (Stylized)	0422346	2	Ready mixed paints
<i>PENTAFLEX</i> ® (Stylized)	0616443	2	Ready mixed paints
<i>Pro Saver</i> ®	1809857	2	Interior and exterior paint
<i>PRO-VYN-AL</i> ®	0965387	2	Latex paint for interior and exterior use
<i>Profiles</i> ®	2395841	16	Magazine for professional painting contractors
QD 30 plus design ®	1259717	2	Primer, sealer and undercoater for interior and exterior use
REGAL ® (Stylized)	0148556	2	Interior paint
Regal ®	1706125	2	Interior paint
Regal First Coat ®	2001873	2	Primer and undercoater for interior use
<i>Retardo</i> ®	0435887	2	Mixed paints
<i>Rust Blok</i> ®	2198817	2	Primers for preparing metal surfaces to be painted
SANI-FLAT and design ®	1002420	2	Ready mixed paints
SANI-FLAT and design ®	0223660	2	Flat oil paints
<i>Satin Impervex</i> ®	1652093	2	Paint for interior and exterior use
SATIN IMPERVO ® (Stylized)	0601231	2	Enamels
SPS ®	0869272	2	Rapid-drying primer and sealer for use as an undercoat for paint or enamel
Tempgard ® (Stylized)	1097101	2	Vinyl acrylic roof coating in the nature of a paint for exterior use
TEFL ® : (Assignment pending to Benjamin Moore & Co.)	1440377	2	Paints and industrial coatings, namely polyester and acrylic finishes for use on metallic surfaces, emulsion units in the nature of spray coatings, protective and decorative coatings for use on metal containers and wire products, coatings for use on flexible packaging containers, production primers in liquid form for metal products, and polymeric liquid coatings for plastic products
TRADE MARK ® : (Assignment pending to Benjamin Moore & Co.)	2283801	2	Production finishes and coatings sold to manufacturers of flexible packages, beverage and food containers, tanks, roof decking, coils, furniture and shelving, window blinds and flat wood products
Triangle M ®	0159041	2	Mixed paints, stains, paint enamels, fillers, prepared paints, stains, paint enamels, fillers, prepared paints, surfacers, varnishes, colors in oil and paste paints
Triangle M design ®	2219573	16	Paint brushes and paint applicator rollers

Benjamin Moore & Co. Federal Registered Trademarks	Registration Number	Class	Goods or Services
Triangle M design®	2030787	17 and 19	Caulk, sealant for tub, tile and construction use
<i>Trim Chips®</i>	2448453	20	Spackling compound, spackling paste and patching compound for tub, tile and construction use
Utilac®	0864136	2	Display racks used to display paint color cards
<i>Vaco® (Stylized)</i>	0176047	2	Lacquers, paint enamels and varnish enamels
<i>VOL-PRO® (Stylized)</i>	1250806	2	Ready mixed paints
Wall-Grip®	1100467	2	Latex enamel for interior use
WALL-SATIN® (Stylized)	0592933	2	Primers, sealers and surface conditioners comprising a latex coating material for applications to walls prior to applying wall coverings in sheet form thereto
		2	Ready mixed paints for interior use

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Benjamin Moore & Co. Pending Federal Registration	Serial Number	Class	Goods or Services	Actual Use
Benwood™	76451864	2	Stains, varnishes and wood fillers in the nature of compositions comprising a pigment and vehicle for treating wooden surfaces preparatory to the application of paint, varnish or shellac	Actual Use - 10/19/55
Color Preview™	76145253	2	Colorants	Actual Use - 1/31/00
Crown Device™	76439265	2	Interior paint and coatings in the nature of paint primer	Actual Use - 1/31/83
Moore's Coatings Counselor™	76451811	2	Software for dealers - industrial, professional and architectural coatings	Actual Use - 11/07/95
MoorGard™	76265600	2	Decorative and protective paints for use on metal wood, concrete, masonry, and vinyl to prevent wear, corrosion and fading	Actual Use - 10/30/59
Pristine™	76439263	2	Ready mixed paints for interior and exterior uses	Actual Use - 10/07/94
Stays Clear™	76439264	2	Acrylic polyurethane coating for interior use	Actual Use - 10/07/94

RECORDED 08/18/2003

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