

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gillespie Varnish Company		09/10/1971	CORPORATION:

RECEIVING PARTY DATA	
Name:	W.M. Barr & Company, Inc.
Street Address:	2105 Channel Avenue
City:	Memphis
State/Country:	TENNESSEE
Postal Code:	38113
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	0760145	BULL DOG

CORRESPONDENCE DATA	
Fax Number:	(901)577-0769
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	9015772336
Email:	lspeed@bakerdonelson.com
Correspondent Name:	Lea Hall Speed
Address Line 1:	165 Madison Avenue
Address Line 2:	Suite 2000
Address Line 4:	Memphis, TENNESSEE 38103

ATTORNEY DOCKET NUMBER:	2789074-000007
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NAME OF SUBMITTER:	Lea Hall Speed
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Total Attachments: 4
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark: BULLDOG and design

Reg. No. 760,145

Class: 52 (prior U.S. Class)

A F F I D A V I T

STATE OF TENNESSEE)
) S.S.:
COUNTY OF SHELBY)

I, A.V. Richmond, being duly sworn, depose and say that:

1. I am Executive Vice President of the Applicant for renewal, W.M. Barr & Company, of the above identified registration.

2. Applicant acquired the mark "BULLDOG" and the goodwill of the business symbolized by the mark, as well as the above identified registration therefor on September 10, 1971 from Gillespie Varnish Company (New Jersey corporation).

3. A certified copy of an assignment document executed on September 10, 1971 by Francis W. Hopkins, Vice President of said Gillespie Varnish Company is attached hereto.

4. Said assignment document is believed to be unrecordable since the registration number is not included. A recordable document or a nunc pro tunc assignment cannot be secured since said Gillespie Varnish Company has been out of business for many years, said Francis W. Hopkins is deceased and the location of any other officers is not known.

My commission expires: My Commission Expires Sept. 7, 1986

ASSETS OF GILLESPIE VARNISH

SCHEDULE

A. Seller's corporate name, all available records of its business history and activities, trade marks, trade names and other exclusive identifications of Seller and its products and other evidences or representations of Seller's image and goodwill as more particularly described and priced on Schedule A attached to and made a part of this contract.

B. Formulae, production processes or specifications and other data pertaining to ingredients and manufacture of Seller's products, as more particularly described and priced on Schedule B attached to and made a part hereof.

C. Inventory of finished products, labels, cartons or other packaging supplies, advertising and promotional materials, as more particularly described and priced on Schedule C attached to and made a part hereof.

D. Machinery, equipment and implements as more particularly described and priced on Schedule D attached to and made a part hereof.

E. The names of GILLESPIE VARNISH COMPANY, BULL DOG, EXCELL-ALL, HOLD-TITE, MONARCH and MONOLUX.

STATE OF TENNESSEE
COUNTY OF SHELBY

I certify this to be a true and exact copy of the original.

My Commission Expires Sept. 7, 1936

Gillette TRADEMARK

REEL: 002982 FRAME: 0967

Know all Men by these Presents,

That GILLESPIE VARNISH COMPANY,
a New Jersey corporation,
Dey & Howell Streets

of the City of Jersey City in the County of Hudson
and State of New Jersey hereinafter called the Seller, for and in consideration of the
sum of ELEVEN THOUSAND AND NO/100-----(\$11,000)-----DOLLARS

lawful money of the United States, to the Seller, in hand paid, at or before the ensembling and delivery
of these presents, by W. M. BARR & CO.,^{INC.} a Tennessee corporation,
2336 South Lauderdale

of the City of Memphis in the County of
State of Tennessee hereinafter called the Buyer, the receipt whereof is hereby
acknowledged has bargained and sold, and by these presents do es grant and convey, unto
the said Buyer, its successors ~~XXXXXXXXXXXXXXXXXXXX~~ and assigns,
the goods and chattels particularly described and mentioned in the Schedule hereto annexed and made
part hereof

To Have and to Hold the same, unto the said Buyer, its successors
~~XXXXXXXXXXXXXXXXXXXX~~ and assigns, forever And it do es for itself, its successors
and assigns ~~XXXXXXXXXXXXXXXXXXXX~~ covenant and agree, to and with the said Buyer to warrant and defend
the sale of said goods and chattels it has hereby sold unto
the said Buyer, its successors and assigns ~~XXXXXXXXXXXXXXXXXXXX~~
~~XXXXXXXXXXXX~~ against all and every person and persons whomsoever.

In Witness Whereof, the Seller has hereunto ~~XXXXXXXXXXXXXXXXXXXX~~
caused these presents to be signed by its proper corporate officers and caused its proper corporate seal to
be hereunto affixed the 10th day of September in the year one thousand
nine hundred and Seventy-One.

~~Signature of Seller~~
~~XXXXXXXXXXXX~~

GILLESPIE VARNISH COMPANY
BY Francis W. Hopkins
FRANCIS W. HOPKINS, Vice President

ATTEST:
Marion Z. De Camp
MARION Z. De CAMP, Secretary

STATE OF TENNESSEE
COUNTY OF SHELBY