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Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

REI

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):

LaFarge Road Marking, Inc.

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

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

2. Name and address of receiving party(ies)

Name: M-B Companies, Inc. of Wisconsin

Internal Address:

Street Address: 1615 Wisconsin Avenue

City: New Holstein State: WI Zip: 53061

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: June 4, 2004

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

A. Trademark Application No.(s)

78/323716

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: Larry K. Libman

Internal Address:

Street Address: P.O. Box 1767

City: Madison State: WI Zip: 53701-1767

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:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

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.

Brian D. Anderson Name of Person Signing

Signature

June 24, 2004 Date

Total number of pages including cover sheet, attachments, and document: 6

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

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TRADEMARK REEL: 003020 FRAME: 0439

SUPPLEMENTAL S/B TRADEMARK ASSIGNMENT AGREEMENT

THIS SUPPLEMENTAL TRADEMARK ASSIGNMENT AGREEMENT (this "Agreement"), dated as of June 4, 2004, by and between LAFARGE ROAD MARKING, INC. ("Transferor") and M-B COMPANIES, INC. OF WISCONSIN ("Transferee"). Each of the foregoing parties is referred to herein individually as a "Party" and together as the "Parties." Capitalized terms used but not otherwise defined herein shall have the meanings ascribed thereto in the Purchase and Sale Agreement (as defined below).

WITNESSETH:

WHEREAS, pursuant to Amendment No. 1 ("Amendment No. 1"), dated as of the date hereof, to that certain Purchase and Sale Agreement dated as of February 9, 2004 (as the same may be further amended, the "Purchase and Sale Agreement") between the Parties, Transferor has transferred to Transferee all of Transferor's right, title and interest in and to the Trademark application listed on Schedule I hereto (the "Assigned Trademark Application").

NOW, THEREFORE, in consideration of the Purchase Price provided for in, and the other terms and conditions of, the Purchase and Sale Agreement and Amendment No. 1 thereto, the receipt and sufficiency of which is hereby acknowledged, each Party hereby agrees as follows:

1. Assignment. Transferor hereby irrevocably sells, assigns, transfers, conveys and delivers to Transferee and its successors and assigns, and Transferee hereby purchases and accepts from Transferor, all of Transferor's right, title and interest in and to the Assigned Trademark Application, and all goodwill associated with the Assigned Trademark Application and symbolized thereby. This Agreement is in accordance with and is subject to all of the terms and conditions set forth in the Purchase and Sale Agreement and Amendment No. 1 thereto (the terms of which shall govern in the event of a conflict between the terms hereof and those set forth in the Purchase and Sale Agreement and Amendment No. 1 thereto).

2. Cooperation and Recordation. The Parties agree that Transferee may record this Agreement (but not the Purchase and Sale Agreement or Amendment No. 1 thereto) in the United States Patent and Trademark Office, and shall be responsible for all expenses and costs associated therewith. Transferor hereby authorizes and requests that the Commissioner of Patents and Trademarks of the United States issue to, and record in the name of, Transferee all right, title, and interest in and to the Assigned Trademark Application.

3. Miscellaneous. This Agreement shall be governed by, and interpreted in accordance with, the laws of the State of New York applicable to contracts made and to be performed entirely within that State, without reference to its conflict of laws rules. Any provision of this Agreement may only be amended, modified, waived or supplemented in whole or in part at any time by an agreement in writing among the Parties executed in the same manner as this Agreement. No failure on the part of any

Party to exercise, and no delay in exercising, any right shall operate as waiver thereof, nor shall any single or partial exercise by either Party of any right preclude any other or future exercise thereof or the exercise of any other right. This Agreement shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors. This Agreement may be executed in two or more counterparts, each of which shall be deemed to constitute an original, but all of which together shall constitute one and the same document.

* * *

IN WITNESS WHEREOF, the Parties have executed this Agreement effective as of the date first written above.

LAFARGE ROAD MARKING, INC.

By: 
Joseph McCarthy
Authorized Signatory

M-B COMPANIES, INC. OF WISCONSIN

By: _____
Terrence J. Cosgrove
President

IN WITNESS WHEREOF, the Parties have executed this Agreement effective as date first written above.

LAFARGE ROAD MARKING, INC.

By: _____
Joseph McCarthy
Authorized Signatory

M-B COMPANIES, INC. OF WISCONSIN

By:  _____
Terrence J. Cosgrove
President

SCHEDULE I

NAME	FILING NUMBER	FILING DATE
HOLOVISION	78/323716	11/5/2003