

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	03/10/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Rust-Oleum Corporation		03/10/2005	CORPORATION: ILLINOIS

RECEIVING PARTY DATA

Name:	Rust-Oleum Brands Company
Street Address:	11 Hawthorn Parkway
City:	Vernon Hills
State/Country:	ILLINOIS
Postal Code:	60061
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	2792258	BIG SHOT
Registration Number:	2841123	PRODUCTS THAT WORK AS HARD AS YOU DO
Registration Number:	2733225	EZV
Registration Number:	2733289	GRIND 'N GO

CORRESPONDENCE DATA

Fax Number: (847)816-2230
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 847-816-2453
 Email: astarr@rustoleum.com
 Correspondent Name: Stephen J. Gillmann
 Address Line 1: 11 Hawthorn Parkway
 Address Line 4: Vernon Hills, ILLINOIS 60061

NAME OF SUBMITTER: Stephen J. Gillmann

CH \$115.00 2792258

Signature:

/Stephen J. Gillmann/

Date:

03/24/2005

Total Attachments: 2

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SCHEDULE A

Trademark	Reg. Date	Reg. No.
GRIND 'N GO	July 1, 2003	2,733,289
EZV	July 1, 2003	2,733,225
PRODUCTS THAT WORK AS HARD AS YOU DO	May 11, 2004	2,841,123
BIG SHOT	December 9, 2003	2,792,258

ASSIGNMENT OF TRADEMARKS

WHEREAS, Rust-Oleum Corporation, an Illinois corporation with offices at 11 Hawthorn Parkway, Vernon Hills, Illinois 60061 ("Assignor"), has adopted, used and is using in commerce certain trade names and marks in the United States and/or elsewhere (collectively, the "Marks"), including but limited to those Marks shown on Schedule A attached hereto, and is the owner of the registrations for the Marks also shown in Schedule A; and

WHEREAS, Rust-Oleum Brands Company, a Delaware corporation with offices at 11 Hawthorn Parkway, Vernon Hills, Illinois 60061 ("Assignee"), is desirous of acquiring all right, title and interest in and to the Marks, all registrations for the marks, and the goodwill associated with the Marks;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, Assignor hereby sells, assigns and transfers to Assignee, effective as of March 10, 2005, all worldwide right, title and interest in and to (i) the Marks, (ii) all registrations of the Marks including but not limited to those shown in Schedule A, (iii) all income, royalties, damages and payments now or hereafter due or payable with respect to the Marks, (iv) all rights of action arising from the Marks, including all claims for damages by reason of past, present and future infringement of the Marks and the right to sue and collect damages for such infringement, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made, and (v) the goodwill of the business symbolized by the Marks.

Dated: March 10, 2005

ASSIGNOR

By: Stephen J. Gillmann
Stephen J. Gillmann
Vice President – Administration

State of Illinois)
) ss
County of Lake)

Subscribed and sworn to before me on
March 10, 2005.

Michael T. Murphy
Notary Public

