

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Atlas Companies, Inc.		04/08/2005	CORPORATION: IOWA

**RECEIVING PARTY DATA**

<b>Name:</b>	Betco Corporation, Ltd.
<b>Street Address:</b>	1001 Brown Avenue
<b>City:</b>	Toledo
<b>State/Country:</b>	OHIO
<b>Postal Code:</b>	43607
<b>Entity Type:</b>	Limited Liability Company: OHIO

**PROPERTY NUMBERS Total: 20**

Property Type	Number	Word Mark
Registration Number:	2173766	BASIC 1
Registration Number:	2173613	GYMSHOE
Registration Number:	2127754	IMPACT
Registration Number:	2055458	EASY STREET CONTRACTOR'S CHOICE
Registration Number:	2034407	TYKOTE
Registration Number:	1986093	CURE-PAK
Registration Number:	1907798	HYDROLINE SPOTCLEAN
Registration Number:	1890758	HYDROLINE
Registration Number:	2601234	STREET SHOE
Registration Number:	1822177	PROFESSIONAL IMAGE
Registration Number:	1564084	BASIC
Registration Number:	2824221	COLOR-LOK
Registration Number:	2390829	COLOR QUIK
Registration Number:	2829509	FLOOR MAGIC

**OP \$515.00 2173766**

Registration Number:	2720091	FLOOR MIRACLE
Registration Number:	2785912	BASIC
Registration Number:	2785913	BASIC COATINGS THAT WORK
Serial Number:	78339048	M MATRIX COATINGS INC AN ATLAS COMPANY
Serial Number:	78354817	BASIC WOODTONES
Serial Number:	78361706	2K SELECT

**CORRESPONDENCE DATA**

Fax Number: (419)243-8502  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 419 243-1294  
Email: [essp@essp-law.com](mailto:essp@essp-law.com)  
Correspondent Name: Mark C. Schaffer  
Address Line 1: One SeaGate, Suite 1980, P.O. Box 916  
Address Line 4: Toledo, OHIO 43697-0916

NAME OF SUBMITTER:	Mark C. Schaffer
Signature:	/Mark C. Schaffer/
Date:	05/26/2005

Total Attachments: 2  
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EXECUTION VERSION

TRADEMARK ASSIGNMENT

WHEREAS, The Atlas Companies, Inc., an Iowa corporation, with a principal place of business at 2124 George Flagg Parkway, Des Moines, Iowa 50321 ("Assignor"), owns the registered trademarks, applications and unregistered trademarks as listed on Schedule A attached hereto, (the "Marks"); and

WHEREAS, Betco Corporation, Ltd., an Ohio limited liability company, with a principal place of business at 1001 Brown Avenue, Toledo, Ohio 43607 ("Assignee") desires to acquire the entire right, title and interest in, to and under said Marks.

NOW, THEREFORE, for one dollar U.S. (\$1.00) and other valuable and legally sufficient consideration, the receipt and legal sufficiency of which are hereby acknowledged by Assignor, Assignor does hereby sell, assign, transfer and set over to said Assignee all its right, title and interest in, to and under said Marks, including all common law rights, together with the goodwill of the business symbolized by the Marks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment effective as of April 8, 2005.

THE ATLAS COMPANIES, INC.,  
an Iowa corporation

By: Mary M. Middleton

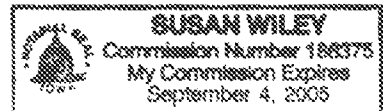
Name: Mary M. Middleton  
Title: President and Chief Executive Officer

State of Iowa  
County of Polk } SS

On this 8 day of April, 2005, before me, a Notary Public in and for the County and State aforesaid, appeared Mary M. Middleton to me personally known to be the same person who subscribed to the foregoing instrument, and acknowledged that execution of said document was a free and voluntary act for the uses and purposes therein expressed.

WITNESS my hand and seal the day and year last above given.

Notary Public: Susan Wiley  
My Commission Expires: 9-4-05



**Schedule A to the  
Assignment of Trademarks**

<u>Trademark</u>	<u>USPTO No.</u>	<u>Date Registered</u>	<u>Type</u>	<u>Status</u>
BASIC	2,173,766	7/14/98	Int'l Class 2	Filed aff. of continued use in 2003
GYM SHOE	2,173,613	7/14/98	Int'l Class 2	Filed aff. of continued use in 2003
IMPACT	2,127,754	1/6/98	Int'l Class 2	Filed aff. of continued use in 2003
EASY STREET CONTRACTORS CHOICE	2,055,458	4/22/97	Int'l Class 2	In effect until 4/07
TYKOTE	2,034,407	1/28/97	Int'l Class 2	In effect until 1/07
CURE-PAK	1,986,093	7/9/96	Int'l Class 2	In effect until 7/06
HYDROLINE SPOTCLEAN	1,907,798	7/25/95	Int'l Class 1	Filed renewal 10/04
HYDROLINE	1,890,758	4/25/95	Int'l Class 3	Filed renewal 8/04
STREET SHOE		7/30/02	Int'l Class 2	
PROFESSIONAL IMAGE		2/22/94	Int'l Class 2	Renewal Acceptance 2/04
BASIC	1,564,084	11/7/89	Int'l Class 2	In effect until 11/09
	2,824,221	3/23/04	Int'l Class 2	In effect until 3/14
	2,390,829	10/03/00	Int'l Class 2	Must file aff. of continued use in 2005
FLOOR MAGIC	2,829,509	4/6/04	Int'l Class 3	In effect until 3/14
FLOOR MIRACLE	2,720,091	5/27/03	Int'l Classes 2, 3	In effect until 3/13
VISION	N/A	N/A	Int'l Class 2	Application filed; Not pursued
FLO-CAT	N/A	N/A	Int'l Class 2	Application filed; Not pursued
BASIC and Design	2,785,912	11/25/03	Int'l Classes 2, 3	In effect until 11/13
BASIC COATINGS THAT WORK and design	2,785,913	11/25/03	Int'l Classes 2, 3	In effect until 11/13
MATRIX COATINGS, INC. AN ATLAS COMPANY and design	78/339048	application filed	Int'l Class 2	Addressing objections
BASIC WOODTONES	Serial No. 78/354817	application filed	Int'l Class 2	Additional aff. filed 9/04
2K SELECT	Serial No. 78/361706	application filed	Int'l Class 2	Addressing objections
MODERNLANE FINISH				Registration abandoned