

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Benjamin Moore & Co.		09/09/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	Columbia Insurance Company		
Street Address:	3024 Harney Street		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	67131		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2823878	BENJAMIN MOORE	
Serial Number:	76452145	BENJAMIN MOORE PAINTS	
Serial Number:	78537705	WE MAKE THE BENJAMIN MOORE DIFFERENCE	
CORRESPONDENCE DATA			
Fax Number:	(212)836-7154		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-836-7087		
Email:	mgodler@kayescholer.com		
Correspondent Name:	Mark D. Godler		
Address Line 1:	425 Park Avenue		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Mark D. Godler		
Signature:	/mark d godler/		
Date:	09/09/2005		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Benjamin Moore & Co., whose address is 51 Chestnut Ridge Road, Montvale, NJ 07645 ("ASSIGNOR"), has adopted and federally registered, and is the owner of all right, title and interest in and to the mark shown on Schedule A attached hereto with Registration Number identified therein (the "Registered Trademark"), and the goodwill associated therewith; and

WHEREAS, ASSIGNOR has adopted and applied to federally register and is the owner of all right, title and interest in and to the marks shown in the Schedule A attached hereto with the Serial Numbers identified therein (the "Trademark Applications," together with the Registered Trademark, referred to herein as the "Trademarks"), and the goodwill associated therewith; and

WHEREAS, Columbia Insurance Company, ("ASSIGNEE"), whose address is 3024 Harney Street, Omaha, NE 68131, is desirous of acquiring ASSIGNOR's rights in the Trademarks and the goodwill associated therewith;

NOW, THEREFORE for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, transfer and convey to ASSIGNEE all of its right, title and interest in and to the Trademarks, and all renewals and all common law rights thereof, together with the goodwill of the business associated with the use of and symbolized by the Trademarks, and the right to sue and recover for past infringement of the Trademarks. ASSIGNOR further agrees to execute any further formal papers or such other documents and to do such other acts as may be necessary and proper to vest record title in and to such Trademarks in ASSIGNEE.

IN WITNESS THEREOF, ASSIGNOR has caused this Trademark Assignment to be duly executed and delivered as of the date first written.

Benjamin Moore & Co.

Date: 9/9/05

By: JoAnn Glaccum

Name: JoAnn Glaccum

Title: Vice President, General Counsel and
Secretary

SCHEDULE A

<u>Mark</u>	<u>Registration Number</u>	<u>Class</u>
BENJAMIN MOORE	2,823,878	2,16,25

SCHEDULE B

<u>Mark</u>	<u>Serial Number</u>	<u>Class</u>
BENJAMIN MOORE PAINTS	76452145	42
WE MAKE THE BENJAMIN MOORE DIFFERENCE	78537705	2