

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
The Glidden Company d/b/a ICI Paints		09/27/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Zinsser Co., Inc.		
Street Address:	173 Belmont Drive		
City:	Somerset		
State/Country:	NEW JERSEY		
Postal Code:	08875-1285		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1362724	COVER UP	
CORRESPONDENCE DATA			
Fax Number:	(614)461-4198		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	jrdreitler@jonesday.com		
Correspondent Name:	Joseph R. Dreitler		
Address Line 1:	P.O. Box 165017		
Address Line 4:	Columbus, OHIO 43216-5017		
ATTORNEY DOCKET NUMBER:	725782-600001		
NAME OF SUBMITTER:	Joseph R. Dreitler		
Signature:	/joseph r dreitler/		
Date:	10/04/2005		

CH \$40.00 1362724

Total Attachments: 1
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ASSIGNMENT OF COVER UP TRADEMARK REGISTRATION

WHEREAS, The Glidden Company d/b/a ICI Paints having an address of 925 Euclid Avenue, Suite 900, Cleveland, Ohio 44115, a Delaware corporation (hereinafter "Assignor"), acquired from Grow Group Inc. (hereinafter "Grow") through an acquisition by merger effective on December 31, 1996 the Trademark Registration No. 1362724 for COVER UP for use with primers (hereinafter referred to as the "Mark") and its accompanying goodwill; and the Assignment for the COVER UP mark was recorded at the United States Patent and Trademark Office at reel 1850 and frame 0714 dated 2/16/1999;

WHEREAS, Zinsser Co., Inc. a Corporation of Ohio having an address of 173 Belmont Drive, Somerset, New Jersey 088751285 (hereinafter referred to Assignee) is desirous of acquiring the Mark and the goodwill associated with the Mark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee all of Assignor's rights, title and interest in and to the Mark, together with the good will of the business symbolized by the Mark and Registration No. 1362724

The Glidden Company

By: Cathryn M Fischer
Cathryn Fischer
Chief Marketing Officer

Date: 9/27/04

STATE OF OHIO)
)
COUNTY OF CUYAHOGA)

Before me personally appeared the above identified officer and acknowledged the foregoing Assignment to be their voluntary act and deed on the 27 day of September, 2004.

Kimberly J. Kren
Notary in and for the State of Ohio
KIMBERLY J. KREN
Notary Public- State of Ohio
My commission expires: My Commission Expires June 1, 2005

ATTACHMENT A