Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: **NEW ASSIGNMENT** ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL NATURE OF CONVEYANCE:

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Benjamin Moore & Co.		110/20/2006	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA

Name:	Columbia Insurance Company	
Street Address:	3024 Harney Street	
City:	Omaha	
State/Country:	NEBRASKA	
Postal Code:	68131	
Entity Type:	CORPORATION: NEBRASKA	

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	78391738	COLOR PULSE
Serial Number:	78405475	COLOR SELECTION SIMPLIFIED
Serial Number:	76396439	M
Serial Number:	76425639	MOORCRAFT ROOF SPEC
Serial Number:	76452148	MOORCRAFT
Serial Number:	78400425	POCKET PALETTE
Serial Number:	78376513	STUDIO FINISHES
Serial Number:	78320739	WE MAKE IT SIMPLE, YOU MAKE IT BEAUTIFUL
Serial Number:	78554936	PERSONAL COLOR VIEWER
Serial Number:	78597128	HUE

CORRESPONDENCE DATA

Fax Number: (212)836-8689

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

TRADEMARK 900060971 **REEL: 003415 FRAME: 0350**

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 10022-3598

ATTORNEY DOCKET NUMBER:	05029-0005
NAME OF SUBMITTER:	Mark D. Godler
Signature:	/mark d. godler/
Date:	10/25/2006

Total Attachments: 2

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TRADEMARK REEL: 003415 FRAME: 0351

FEDERAL TRADEMARK ASSIGNMENT

WHEREAS, **BENJAMIN MOORE & CO.**, a corporation organized and existing under the laws of New Jersey ("Benjamin Moore"), is the owner of the United States Trademark Registrations shown on the attached Schedule A; and

WHEREAS, **COLUMBIA INSURANCE COMPANY**, a corporation organized and existing under the laws of Nebraska ("Columbia"), desires to acquire said United States trademarks and the applications/registration therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Benjamin Moore does hereby assign, set over and transfer to Columbia, its successors and assigns, the entire right, title and interest in and to each of said United States trademarks, together with the goodwill of the business associated therewith, and the applications/registrations therefor, effective October 26, 2006.

BENJAMIN MOORE & CO.

Synt	() · · · · · · · · · · · · · · · · · ·	1 22	- 4
Donale	d E. Devi	ne, II	
Senior	Vice Pre	esident & C	FO

Model & Care

STATE OF NEW JERSEY)	
)	SS
COUNTY OF BERGEN)	

On this day of October ___, 2006 before me, a Notary Public in and for the County aforesaid, personally appeared **Donald E. Devine**, **II**, personally known to me and known to me to be the person whose name is subscribed to the foregoing instrument, who stated that he was the **Senior Vice President & CFO** of **BENJAMIN MOORE & CO.**, and that he had been duly authorized by the Board of Directors of said corporation to execute the foregoing instrument under said authority.

Notary Public

Regina M. Kilgallen-Burde

A Notary Public Brisey Persey

No. 2226399

My Commission Expires July 6, 2009

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TRADEMARK
REEL: 003415 FRAME: 0352

Schedule A

Benjamin Moore Registered Trademarks Assigned to Columbia Insurance Company

<u>Trademark</u>	Class	Appl. No.	Reg. No.
COLOR PULSE	16	78391738	3018670
COLOR SELECTION SIMPLIFIED	2	78405475	3009641
TRIANGLE "M" SYMBOL	2, 16, 25	76396439	2818098
MOORCRAFT ROOF SPEC	2	76425639	2976985
MOORCRAFT	2	76452148	2857334
POCKET PALETTE	9	78400425	2988275
STUDIO FINISHES	2	78376513	3042644
WE MAKE IT SIMPLE, YOU MAKE IT BEAUTIFUL	2	78320739	2982033
PERSONAL COLOR VIEWER	9	78554936	3137090
HUE	41	78597128	3160717

31345867.WPD 2

RECORDED: 10/25/2006

TRADEMARK REEL: 003415 FRAME: 0353