

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.		10/20/2006	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.

CH \$265.00 78391738

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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Schedule A

**Benjamin Moore Registered Trademarks
Assigned to Columbia Insurance Company**

<u>Trademark</u>	<u>Class</u>	<u>Appl. No.</u>	<u>Reg. No.</u>
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