

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
EFFECTIVE DATE:	01/02/2007		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rohm and Haas Wood Treatment LLC		02/12/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Viance, LLC		
Street Address:	One Woodlawn Green		
Internal Address:	200 East Woodlawn Road, Suite 350		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28217		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78852437	ECOVANCE	
Serial Number:	78852444	POLYVANCE	
CORRESPONDENCE DATA			
Fax Number:	(212)837-6269		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2128376550		
Email:	kuhn@hugheshubbard.com		
Correspondent Name:	Perla M. Kuhn		
Address Line 1:	Hughes Hubbard & Reed LLP		
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Address Line 4:	New York, NEW YORK 10004-1482		
ATTORNEY DOCKET NUMBER:	014491.00039 PMK/ESP		

OP \$65.00 78852437

NAME OF SUBMITTER:	Perla M. Kuhn
Signature:	/Perla M. Kuhn/
Date:	03/15/2007
Total Attachments: 1 source=rh wood trtmt to viance llc1_1#page1.tif	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT OF APPLICATIONS
BASED ON INTENT TO USE

WHEREAS, Rohm and Haas Wood Treatment LLC, a limited liability company of Delaware, with a place of business at 100 Independence Mall West, Philadelphia, PA 19106-2399 ("Assignor"), has a bona fide intent to use the marks ECOVANCE and POLYVANCE (the "Marks"), in International Class 1;

WHEREAS, Assignor has applied to register the Marks on the Principal Register of the United States Patent and Trademark Office based on Assignors' bona fide intent to use the Marks in commerce in connection with the above-described goods as follows:

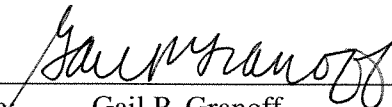
<u>APPLICATION SERIAL NO.</u>	<u>FILING DATE</u>	<u>TRADEMARK</u>
78/852,437	April 7, 2006	ECOVANCE
78/852,444	April 7, 2006	POLYVANCE

WHEREAS, Viance, LLC, a limited liability company of Delaware, with a principal place of business at One Woodlawn Green, 200 East Woodlawn Road, Suite 350, Charlotte, North Carolina 282127 ("Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a bona fide intent to use the Marks and the above-described applications;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers the Marks and the above-referenced Applications therefor, together with that portion of Assignor's business in connection with which it has a bona fide intent to use the Marks, and all of Assignor's rights therein, to Assignee.

Effective Date: January 2, 2007

ROHM AND HAAS WOOD TREATMENT LLC

By: 
Name: Gail P. Granoff
Title: Assistant Secretary
Date: February 12, 2007