

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. | | 03/30/2007 | CORPORATION: NEW JERSEY |
| RECEIVING PARTY DATA | | | |
| Name: | Columbia Insurance Company | | |
| Street Address: | 3024 Harney Street | | |
| City: | OMAHA | | |
| State/Country: | NEBRASKA | | |
| Postal Code: | 07645 | | |
| Entity Type: | CORPORATION: NEBRASKA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78562132 | COME TO WHERE YOU MATTER | |
| Serial Number: | 78753154 | AURA | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)836-6487 | | |
| | <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: | Kaye Scholer LLP | | |
| Address Line 2: | 425 Park Avenue | | |
| Address Line 4: | New York, NEW YORK 10022 | | |
| ATTORNEY DOCKET NUMBER: | 05029-0005 | | |
| NAME OF SUBMITTER: | Mark D. Godler | | |
| Signature: | /mark d. godler/ | | |

CH \$65.00 78562132

Date:

04/02/2007

Total Attachments: 2

source=AURA and COME TO WHERE YOU MATTER assignment#page1.tif

source=AURA and COME TO WHERE YOU MATTER assignment#page2.tif

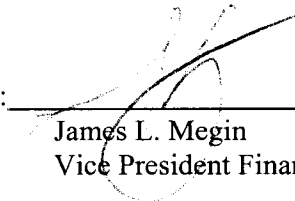
FEDERAL TRADEMARK ASSIGNMENT

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 registrations therefor;

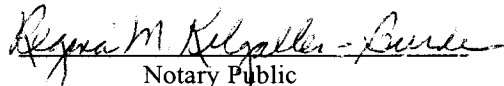
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Benjamin Moore does hereby assign, set over and transfer to Columbia, its successors and assigns, the entire right, title and interest in and to each of said United States trademarks, together with the goodwill of the business associated therewith, and the registrations therefor, effective March 30, 2007.

BENJAMIN MOORE & CO.

By: 
James L. Megin
Vice President Finance, CIO & Treasurer

STATE OF NEW JERSEY)
) ss.
COUNTY OF BERGEN)

On this 30 day of March , 2007, before me, a Notary Public in and for the County aforesaid, personally appeared **James L. Megin**, 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 **Vice President, CIO & Treasurer** 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 of New Jersey
No. 2226399
My Commission Expires July 6, 2009

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> |
|--------------------------|--------------|------------------|-----------------|
| COME TO WHERE YOU MATTER | 35 | 78/562,132 | 3,166,395 |
| AURA | 2 | 78/753,154 | 3,220,824 |