

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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.		07/31/2008	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: 8

Property Type	Number	Word Mark
Serial Number:	77106550	ADVANCED PARTICLE TECHNOLOGY
Serial Number:	78979940	AFFINITY
Serial Number:	77133077	BEN
Serial Number:	78649959	COLOR LOCK
Serial Number:	78634105	DETAILS
Serial Number:	78840358	GENNEX
Serial Number:	77182250	SUPER SPEC HP
Serial Number:	77182279	RETROSPECTRUM

CORRESPONDENCE DATA

Fax Number: (212)836-6487
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212 836 7087
 Email: mgodler@kayescholer.com
 Correspondent Name: Mark D. Godler

CH \$215.00 77106550

Address Line 1: Kaye Scholer LLP, 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/

Date:

08/05/2008

Total Attachments: 2

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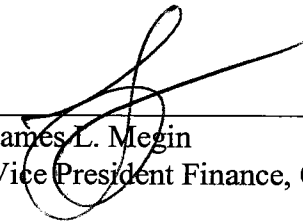
FEDERAL TRADEMARK ASSIGNMENT

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 (the "Registrations"); 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 July 31, 2008.

BENJAMIN MOORE & CO.

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

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

On this 31 day of July 2008 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 Finance, 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.


Regina M. Kilgallen-Burde
Notary Public
My Commission Expires ~~in~~ New Jersey
A Notary Public
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>
ADVANCE PARTICLE TECHNOLOGY	2	77106550	3420847
AFFINITY	16	78979940	3416300
BEN	2	77133077	3412420
COLOR LOCK	2	78649959	3224010
DETAILS	2	78634105	3359549
GENNEX	2	78840358	3270323
SUPER SPEC HP	2	77182250	3423886
RETROSPECTRUM	16	77182279	3446221