

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
SWIMC, Inc.		12/19/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Sherwin-Williams Company		
Street Address:	101 W. Prospect Avenue		
Internal Address:	1100 Midland Bldg. - Legal Dept.		
City:	Cleveland		
State/Country:	OHIO		
Postal Code:	441151075		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1811371	COLOR PLACE	
CORRESPONDENCE DATA			
Fax Number:	(216)515-4400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2165662432		
Email:	legal_ip@sherwin.com		
Correspondent Name:	Robert E. McDonald, Reg. No. 29,193		
Address Line 1:	101 W. Prospect Avenue		
Address Line 2:	The Sherwin-Williams Company, Legal Dept		
Address Line 4:	Cleveland, OHIO 441151075		
ATTORNEY DOCKET NUMBER:	8317 / COLORPLACE ASSG		
NAME OF SUBMITTER:	Robert E. McDonald, Reg. No. 29,193		
Signature:	/rmcd/		

CH \$40.00 1811371

Date:

12/22/2008

Total Attachments: 5

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SWIMC, Inc.)
Conveying Party,)
)
and)
)
The Sherwin-Williams Company)
Receiving Party.)

BOX ASSIGNMENT
Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3514

**REQUEST FOR RECORDATION OF ASSIGNMENT
AND APPOINTMENT OF ATTORNEYS OF RECORD**

Dear Sir:

Enclosed please find a copy of an assignment document designated "ASSIGNMENT AGREEMENT", dated December 19, 2008, in which the following U.S. trademark registrations were assigned from SWIMC, Inc. to The Sherwin-Williams Company:

<u>MARK</u>	<u>REG. NO.</u>
COLOR PLACE	1811371

The Sherwin-Williams Company, having its principal office and place of business at 101 Prospect Avenue NW, Cleveland, Ohio 44115-1075, respectfully requests that the attached assignment be made of record for the above-identified U.S. trademark registrations.

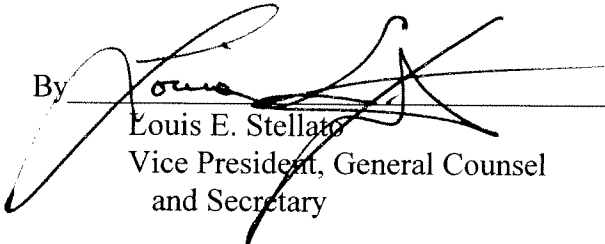
The undersigned, acting on behalf of The Sherwin-Williams Company, hereby appoints ROBERT E. McDONALD, Reg. No. 29,193 and VIVIEN Y. TSANG, Reg. No. 40,209 and ARTHI

K. TIREY, Reg. No. 50,960 and ERYN A. FUHRER, Reg. No. 44,491 and DERON A. COOK, Reg. No. 52,767, whose address is The Sherwin-Williams Company, 101 Prospect Avenue NW, 1100 Midland Bldg. – Legal Dept., Cleveland, Ohio 44115-1075, and whose telephone number is (216) 566-2432, its attorney and associate attorneys, with full power of substitution and revocation to transact all business in the Patent and Trademark Office in connection therewith.

Respectfully submitted,

THE SHERWIN-WILLIAMS COMPANY

By



Louis E. Stellato
Vice President, General Counsel
and Secretary

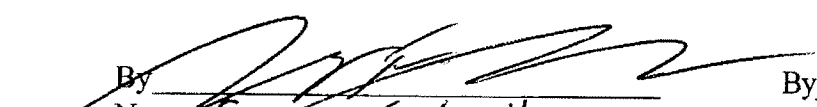
ASSIGNMENT AGREEMENT

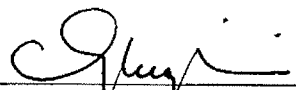
KNOW ALL MEN BY THESE PRESENTS, that SWIMC, Inc., a Delaware corporation, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, does hereby assign, transfer and convey unto The Sherwin-Williams Company, an Ohio corporation, all of its ownership right, title and interest in and to the tradenames, trademarks and service marks and all goodwill associated therewith, together with all common law rights, and all registrations thereof and pending applications therefor (collectively, the "Trademarks"), described in the attached Schedule A.

IN WITNESS WHEREOF, SWIMC, Inc., through its authorized officers, has executed this instrument, effective as of this 19th day of December, 2008, and affixed its corporate seal hereunto.

[SEAL]
Attest:

SWIMC, INC.

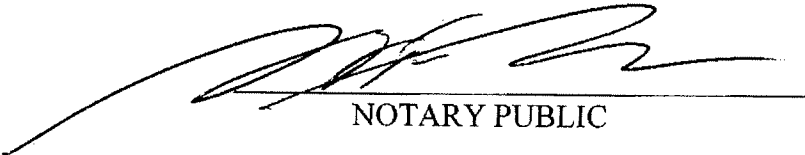
By 
Name: *Gregory F. Lavelle*
Title: *Vice President*

By 
Donald J. Puglisi
President

STATE OF DELAWARE)
) SS.
COUNTY OF NEW CASTLE)

On the 19th day of December, 2008, before me, the subscriber, a Notary Public in and for the State and County aforesaid, personally appeared DONALD J. PUGLISI, who acknowledged himself to be the PRESIDENT of SWIMC, Inc., a Delaware corporation, and that he, as such officer being authorized to do so, executed the foregoing ASSIGNMENT AGREEMENT for the purposes therein contained by signing the name of the corporation by himself as such officer.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.


NOTARY PUBLIC

GREGORY F. LAVELLE
NOTARY PUBLIC
STATE OF DELAWARE
My Commission Expires July 24, 2011

Schedule A

U.S. TRADEMARK REGISTRATIONS

Trademark
COLOR PLACE

Reg. No.
1811371

Reg. Date
14-DEC-1993