

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
Heartland Building Products, Inc.		12/30/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Provia Products, LLC
Street Address:	2150 State Rt. 39
City:	Sugarcreek
State/Country:	OHIO
Postal Code:	44681
Entity Type:	LIMITED LIABILITY COMPANY: OHIO

PROPERTY NUMBERS Total: 44

Property Type	Number	Word Mark
Serial Number:	76692940	CEDAR LODGE
Serial Number:	76644497	HYBRID+ SOLAR-RESISTANT TECHNOLOGY
Serial Number:	76569995	ULTRACOLOR
Serial Number:	76569105	CEDARVIEW
Serial Number:	76642868	
Serial Number:	76575234	
Serial Number:	76575233	
Serial Number:	76592224	THE HEARTLAND COLLECTION
Serial Number:	76574750	BLACK-BACK
Serial Number:	76570553	THERMA-FAST POLY-THERMAL FORMULATION
Serial Number:	76640305	CYCLONIC 50
Serial Number:	76568920	SURESIDE
Serial Number:	76570554	VISIONARY ACCENTS
Serial Number:	75385218	HEARTLAND

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Serial Number:	76570192	HEMOCORE
Serial Number:	76569104	SAFEGUARD
Serial Number:	76568919	SUBSYS5
Serial Number:	76569996	COLORWATCH
Serial Number:	76513019	WEATHERFAST
Serial Number:	76494611	THERMALSIDING
Serial Number:	76454870	CEDARMAX
Serial Number:	76335462	HEARTLAND CERTIFIED REMODELER
Serial Number:	76335461	HEARTLAND CERTIFIED REMODELER
Serial Number:	76237368	WINDSHADOW
Serial Number:	75684392	WOODHAVEN
Serial Number:	75556507	ARBOR GLEN
Serial Number:	75556506	CEDAR PEAKS
Serial Number:	75450895	CEDAR ELITE
Serial Number:	75682198	CEDARBROOK
Serial Number:	74305776	HEARTLAND
Serial Number:	75450896	TRAFALGAR SQUARE
Serial Number:	75450893	AMERICAN SPIRIT
Serial Number:	75413968	HEART TECH
Serial Number:	75065779	AUTUMNWOOD COLLECTION
Serial Number:	74561696	SUPREME-GARD
Serial Number:	74675721	COLOR-KEEPER
Serial Number:	74504457	SPX-2000 UV BLOCKER
Serial Number:	74504456	SPX-2000 UV BLOCKER
Serial Number:	74201436	H HEARTLAND H-O-M-E-S
Serial Number:	74201437	HEARTLAND HOMES
Serial Number:	73689406	HEARTLAND SPRINGFIELD
Serial Number:	73589718	HEARTLAND TRADITIONAL
Registration Number:	1417464	HEARTLAND
Serial Number:	76490867	EP-XTRA FOUNDATION OF PROTECTION

CORRESPONDENCE DATA

Fax Number: (216)348-5474

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2163485400

Email: ip@mcdonaldhopkins.com

TRADEMARK
REEL: 003921 FRAME: 0184

Correspondent Name: David B. Cupar c/o McDonald Hopkins LLC
Address Line 1: 600 Superior Avenue, East
Address Line 2: Suite 2100
Address Line 4: Cleveland, OHIO 44114

ATTORNEY DOCKET NUMBER:	32765-00001
NAME OF SUBMITTER:	David B. Cupar
Signature:	/david b cupar/
Date:	01/19/2009

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“**Assignment**”) is made and entered into this ___ day of December 2008 by and between HEARTLAND BUILDING PRODUCTS, INC., a Delaware corporation (“**Assignor**”), and PROVIA PRODUCTS, LLC, an Ohio limited liability company (“**Assignee**”).

BACKGROUND INFORMATION

WHEREAS, Assignee and Assignor are parties to that certain Asset Purchase Agreement dated as of December 12, 2008 (the “**Purchase Agreement**”), pursuant to which Assignor has agreed to sell and Assignee has agreed to purchase the Acquired Assets, on the terms and conditions set forth in the Purchase Agreement, including the registered trademarks, registered service marks, applications for registration of trademarks, applications for registration of service marks, unregistered trademarks and unregistered service marks identified on Schedule A (collectively, the “**Marks**”), and the goodwill associated therewith.

WHEREAS, pursuant to the Purchase Agreement, Assignor’s rights, title and interest in and to the Marks is to be assigned to Assignee.

ASSIGNMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and efficiency of which are hereby acknowledged, Assignor does hereby irrevocably and unconditionally sell, assign, transfer and set over to Assignee, all of Assignor’s right, title and interest in and to the Marks together with the goodwill associated therewith; together with all income, royalties or payments due or payable as of the date hereof or thereafter, including without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee’s own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

[Remainder of Page Intentionally Left Blank]

IN WITNESS WHEREOF, the undersigned has executed this Assignment as of the date first written above.

Heartland Building Products, Inc.

By: [Signature]
Name: Branch Springer
Title: VP

State of Ohio)
County of Wood) SS:

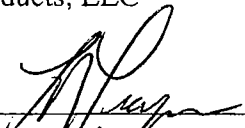
On this 30th day of December 2008 personally appeared before me Branch Springer known to me to be VP of Heartland Building Products, Inc. who acknowledged that he/she signed this instrument as free act on behalf of Heartland Building Products, Inc.

Kimberly A. Boos
Notary Public
My commission expires: 4-8-09
KIMBERLY A. BOOS
NOTARY PUBLIC, STATE OF OHIO
My Commission Expires 4-8-09

SIGNATURE PAGE OF HEARTLAND BUILDING PRODUCTS, INC.
TRADEMARK ASSIGNMENT


IN WITNESS WHEREOF, the undersigned has executed this Assignment as of the date first written above.

ProVia Products, LLC

By: 
Name: Larry Troyer
Title: Asst Sec

State of OHIO)
County of HOLMES) SS:

On this 30th day of December 2008 personally appeared before me Larry Troyer known to me to be Asst Sec of ProVia Products, LLC who acknowledged that he/she signed this instrument as free act on behalf of ProVia Products, LLC.


Notary Public
My commission expires: 9-1-09

SIGNATURE PAGE OF PROVIA PRODUCTS, LLC
TRADEMARK ASSIGNMENT

TRADEMARK
REEL: 003921 FRAME: 0188

EXHIBIT A

Country	Type	Reg/Pat #	Serial#	Description	Filing Date	Issue Date
US	Trademark	pending	76/692,940	CEDAR LODGE HYBRID + SOLAR-RESISTANT	9/17/2008	
US	Trademark	pending	76/644,497	TECHNOLOGY	8/9/2005	
US	Trademark	pending	76/569,995	ULTRACOLOR	1/14/2004	
US	Trademark	pending	76/569,105	CEDARVIEW	1/9/2004	
US	Trademark	3,289,150	76/642,868	(DESIGN ONLY) - COLOR BLACK	7/14/2005	
US	Trademark	3,278,072	76/575,234	(DESIGN ONLY) - COLOR BLACK	2/12/2004	
US	Trademark	3,278,071	76/575,233	(DESIGN ONLY) - COLOR BLACK	2/12/2004	
US	Trademark	3,233,905	76/592,224	THE HEARTLAND COLLECTION	4/24/2007	
US	Trademark	3,223,504	76/574,750	BLACK-BACK	2/10/2004	
US	Trademark	3,117,615	76/570,553	THERMA-FAST POLY-THERMAL FORMULATION	1/16/2004	
US	Trademark	3,094,815	76/640,305	CYCLONIC 50	6/7/2005	
US	Trademark	3,074,019	76/568,920	SURESIDE	1/9/2004	
US	Trademark	3,042,273	76/570,554	VISIONARY ACCENTS	1/16/2004	
US	Trademark	3,038,591	75/385,218	HEARTLAND	11/5/1997	
US	Trademark	3,036,314	76/570,192	HOMECORE	1/9/2004	
US	Trademark	3,036,312	76/569,104	SAFEGUARD	1/9/2004	
US	Trademark	3,036,311	76/568,919	SUBSYS5	1/9/2004	
US	Trademark	3,006,275	76/569,996	COLORWATCH	1/14/2004	
US	Trademark	2,987,806	76/513,019	WEATHERFAST	5/9/2003	
US	Trademark	2,986,586	76/494,611	THERMALSIDING	2/4/2003	
US	Trademark	2,867,471	76/454,870	CEDARMAX	9/26/2002	
US	Trademark	2,866,171	76/490,867	EP-XTRA FOUNDATION OF PROTECTION	2/14/2003	
US	Trademark	2,654,077	76/335,462	HEARTLAND CERTIFIED REMODELER	11/8/2001	
US	Trademark	2,654,076	76/335,461	HEARTLAND CERTIFIED REMODELER	11/8/2001	
US	Trademark	2,614,676	76/237,368	WINDSHADOW	4/9/2001	
US	Trademark	2,610,114	75/684,392	WOODHAVEN	4/15/1999	
US	Trademark	2,579,099	75/556,507	ARBOR GLEN	9/21/1998	
US	Trademark	2,553,060	75/556,506	CEDAR PEAKS	9/21/1998	
US	Trademark	2,527,822	75/450,895	CEDAR ELITE	3/16/1998	
US	Trademark	2,474,181	75/682,198	CEDARBROOK	4/13/1999	
US	Trademark	2,472,575	74/305,776	HEARTLAND	8/20/1992	
US	Trademark	2,419,549	75/450,896	TRAFALGAR SQUARE	3/16/1998	
US	Trademark	2,419,548	75/450,893	AMERICAN SPIRIT	3/16/1998	
US	Trademark	2,262,458	75/413,968	HEART TECH	1/5/1998	
US	Trademark	2,124,818	75/065,779	AUTUMNWOOD COLLECTION	2/29/1996	
US	Trademark	2,088,503	74/561,696	SUPREME-GARD	8/16/1994	
US	Trademark	2,019,930	74/675,721	COLOR-KEEPER	5/10/1995	
US	Trademark	1,974,516	74/504,457	SPX-2000 UV BLOCKER	3/24/1994	
US	Trademark	1,954,098	74/504,456	SPX-2000 UV BLOCKER	3/24/1994	
US	Trademark	1,741,719	74/201,436	HEARTLAND H-O-M-E-S	9/9/1991	12/22/1999
US	Trademark	1,738,648	74/201,437	HEARTLAND HOMES	9/9/1991	12/8/1992
US	Trademark	1,494,270	73/689,406	HEARTLAND SPRINGFIELD	10/13/1987	6/28/1988
US	Trademark	1,494,267		HEARTLAND TRIPLE EAGLE		6/28/1988
US	Trademark	1,447,504	73/589,718	HEARTLAND TRADITIONAL	3/24/1986	6/14/1987
US	Trademark	1,417,464		HEARTLAND [Stylized letters]		11/18/1996
US	Trademark	1,417,463	73/546,719	HEARTLAND MANOR	7/8/1985	11/18/1996
Korea	Trademark	341324				
Taiwan	Trademark	724974		HEARTLAND		
China	Trademark	928907		HEARTLAND		

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