

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Benjamin Moore & Co.		01/29/2009	CORPORATION: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Columbia Insurance Company		
<b>Street Address:</b>	3024 Harney Street		
<b>City:</b>	Omaha		
<b>State/Country:</b>	NEBRASKA		
<b>Postal Code:</b>	68131		
<b>Entity Type:</b>	CORPORATION: NEBRASKA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3550788	AFFINITY	
Registration Number:	3565169	APT	
Registration Number:	3485896	SUPER SPEC	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)836-6487		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	mgodler@kayescholer.com		
<b>Correspondent Name:</b>	Mark D. Godler		
<b>Address Line 1:</b>	425 Park Avenue		
<b>Address Line 2:</b>	Kaye Scholer LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>ATTORNEY DOCKET NUMBER:</b>	05029-0005		
<b>NAME OF SUBMITTER:</b>	Mark D. Godler		

**CH \$90.00 3550788**

Signature:

/mark d. godler/

Date:

02/02/2009

Total Attachments: 2

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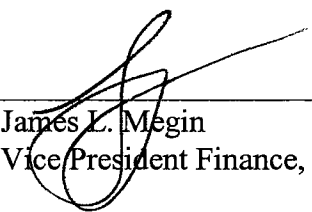
**FEDERAL TRADEMARK ASSIGNMENT**

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 January 29, 2009.

**BENJAMIN MOORE & CO.**

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

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

On this 29<sup>th</sup> day of January 2009 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.

Notary Public *Beverly Miller*  
My Commission Expires  
 BEVERLY MILLER  
NOTARY PUBLIC OF NEW JERSEY  
I.D. # 2271915  
Commission Expires 2/7/2011  
TRADEMARK

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>
AFFINITY	2	77107152	3550788
APT	2	77106565	3565169
SUPER SPEC	2	77182230	3485896