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Form PTO-1594 (Rev. 01-09)
OMB Collection 0651-0027 (exp. 02/28/20)

04-20-2009

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



103557381

To the Director of the U. S. Patent and

ments or the new address(es) below.

1. Name of conveying party(ies):

Taylor Industrial Chemical, LLC

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation- State: Delaware
- Other

Citizenship (see guidelines) USA

Additional names of conveying parties attached? Yes No

3. Nature of conveyance (Execution Date(s) :

Execution Date(s) 04/01/2009

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Siovation, LLC

Internal

Address:

Street Address: 1270 Progress Ctr. Ave, Suite 200

City: Lawrenceville

State: Georgia

Country: USA Zip: 30043

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship USA
- Other Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

77209917

77658085

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Siovation (Company Brand)

Listen. Create. Deliver (Company tag line)

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Bernard Cobb

Internal Address:

Street Address: 1270 Progress Center Avenue
Suite 200

City: Lawrenceville

State: Georgia Zip: 30043

Phone Number: 770-339-4460

Fax Number: 770-339-4464

Email Address: bcobb@Siovation.com

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 80.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Refund Ref:
04/17/2009 NJAMA1 0000166883

Deposit Account ~~Number~~ Refund Total: \$15.00

Authorized User Name

9. Signature:

Bernard L. Cobb
Signature
Bernard L. Cobb

Name of Person Signing

April 3 2009
04/17/2009 NJAMA1 0000050 77209917

01 For 40.00 number of pages including cover
02 For 25.00 attachments, and document:

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 003973 FRAME: 0797

Press Release

On April 1, 2009, Atlanta-based **Taylor Chemical Company** rebranded as **Siovation**.

Taylor Chemical Company, a leading formulator and manufacturer of silicone-based technology today announced a comprehensive rebranding and name change of the 29-year-old company. The name change to **Siovation** is the culmination of a strategic transformation into a highly technical manufacturer and marketer of silicone-based products.

"We are a mature and stable company that has positioned itself for continued growth and longevity by serving unmet market and specific customer demands with silicone-based solutions," said Bernie Cobb, President, **Siovation**. "Our rebranding captures the essence of the changes in strategy and focus while continuing the emphasis on quality, efficiency and service."

Siovation's core product line includes silicone defoamers, emulsions and fluids serving industries including Food Processing, Agriculture, Personal Care, Automobile Care, Mold Release, Chemical Processing, Water Treatment, Rendering and Textiles.

To provide additional space for its continued growth, **Siovation** recently relocated its headquarters, including sales, administration and IT, to new offices in the Atlanta, GA suburb of Lawrenceville. The original building has become a dedicated manufacturing, R&D and Product Development site. Along with the name change and new visual identity, the company has also clearly articulated their long established business practices into the brand promise of "Listen.Create.Deliver."

Siovation is owned by Amber Chemical, Ltd (<http://www.amberchemical.com>), a wholly owned subsidiary of Caledonia Investments PLC. The name change and rebrand initiatives, including the corporate ID, website (<http://www.Siovation.com>), and collateral materials, was created and delivered by Atlanta based Partners Marketing Group, LLC, www.partnersmg.com.