

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<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>
Building Materials Corporation of America		07/10/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Building Materials Investment Corporation		
<b>Street Address:</b>	300 Delaware Avenue		
<b>City:</b>	Wilmington		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19801		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2261463	SMART CHOICE	
<b>CORRESPONDENCE DATA</b>			
Fax Number: (973)628-4081 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> Phone: 973-628-3529 Email: wdavis@ispcorp.com Correspondent Name: William J. Davis Address Line 1: 1361 Alps Road Address Line 2: Building 8-2 Address Line 4: Wayne, NEW JERSEY 07470			
<b>ATTORNEY DOCKET NUMBER:</b>	01834		
<b>NAME OF SUBMITTER:</b>	William J. Davis		
<b>Signature:</b>	/William J. Davis/		

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**TRADEMARK**  
**REEL: 004022 FRAME: 0686**

Date:

07/10/2009

Total Attachments: 1

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## TRADEMARK ASSIGNMENT

This Trademark Assignment is effective July 10, 2009 between BUILDING MATERIALS CORPORATION OF AMERICA (Assignor) and BUILDING MATERIALS INVESTMENT CORPORATION (Assignee), both Delaware corporations.

### WITNESSETH:

WHEREAS, Assignor, is the owner of the entire right, title and interest in, to and under the mark SMART CHOICE, including U.S. Registration 2,261,463, and all common law rights and all foreign registrations and the goodwill symbolized thereby (hereinafter collectively referred to as the "Trademarks"); and

WHEREAS, Assignee, is desirous of obtaining the entire right, title and interest in, to and under the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over, unto Assignee, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the Patents. Assignee hereby accepts such assignment.

IN WITNESS WHEREOF, Assignor and Assignee have caused this assignment to be executed by their duly authorized officers.

BUILDING MATERIALS CORPORATION  
OF AMERICA

By: William J. Davis  
William J. Davis  
Assistant Secretary and  
Chief Patent Officer

Joseph J. Frasco  
Witness

BUILDING MATERIALS  
INVESTMENT CORPORATION

By: William J. Davis  
William J. Davis  
Assistant Secretary and  
Chief Patent Officer

Joseph J. Frasco  
Witness