

**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
Devine Colors, Inc.		08/28/2009	CORPORATION: OREGON

**RECEIVING PARTY DATA**

Name:	The Valspar Corporation
Street Address:	901 South Third Avenue
Internal Address:	P.O. Box 1461
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55402
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	3077266	
Registration Number:	2917104	COLOR THERAPY FROM THE NORTHWEST
Registration Number:	2972541	DEVINE
Registration Number:	2650258	DEVINE COLOR
Registration Number:	3570831	DEVINECUSTOM
Registration Number:	3533988	DEVINEGREEN
Registration Number:	3131317	MINI PAINT POUCH

**CORRESPONDENCE DATA**

Fax Number: (612)486-7979  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 612-851-7322  
 Email: trademarks@valspar.com  
 Correspondent Name: Valspar Sourcing, Inc.  
 Address Line 1: P.O. Box 1461

OP \$190.00 3077266

Address Line 4: Minneapolis, MINNESOTA 55440

ATTORNEY DOCKET NUMBER:

08 6209 0101--ARCHITECTUR

NAME OF SUBMITTER:

Andrew Ubel

Signature:

/Andrew Ubel LAD/

Date:

12/03/2009

Total Attachments: 2

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## U.S. TRADEMARK ASSIGNMENT

This U.S. TRADEMARK INTELLECTUAL PROPERTY ASSIGNMENT ("*Agreement*") is entered into by and among Devine Colors, Inc., an Oregon corporation whose principal place of business is 1551 Lake Front Road, Lake Oswego, Oregon 97034 ("*Assignor*") and The Valspar Corporation, a Delaware corporation whose principal place of business is 901 South Third Avenue, Minneapolis, Minnesota 55402 ("*Assignee*").

WHEREAS, Assignor has adopted, used, and is using or has a good faith intent to use certain names, trade names, trademarks, service marks and trade dress to identify paints, color selection consulting services and other related products and services, including, but not limited to, those marks identified on the attached Exhibit A (the "*Marks*"); and

WHEREAS, Assignee is desirous of acquiring the above-identified Marks and any applications and registrations therefor, including the applications and registrations identified on Exhibit A.

NOW, THEREFORE, for good and valuable consideration received by Assignor from Assignee, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignment of Marks. Assignor hereby sells, assigns, transfers and conveys to Assignee all rights, title and interest in and to the Marks, and any applications and registrations therefor, including the applications and registrations identified on the attached Exhibit A, together with that part of the good will of the business associated with the use of and symbolized by the Marks, to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor if this sale, assignment and transfer had not been made.

2. Assignment of Intent-to-Use Applications. With respect to the Marks that are intent-to-use applications where allegations of use under Sections 1(c) or 1(d) of the Lanham Act have not yet been filed, Assignor is assigning such Marks as part of the entire business or portion thereof to which the Marks pertain as required by Section 10 of the Lanham Act.

This Agreement shall be effective as of August 28, 2009, shall be binding on the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

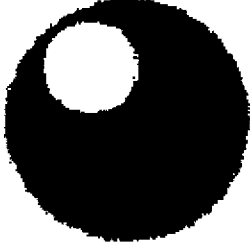
DEVINE COLORS, INC.

Date: August 28, 2009

By: [Signature]

Name: Scott Goin  
Title: PR & S

**EXHIBIT A**

Mark	Ser. No./ Reg. No.	App. Date/ Reg. Date
	3,077,266	4/4/06
COLOR THERAPY FROM THE NORTHWEST	2,917,104	1/11/05
DEVINE	2,972,541	7/19/05
DEVINE COLOR	2,650,258	11/12/02
DEVINECUSTOM	3,570,831	2/3/09
DEVINEGREEN	3,533,988	11/18/08
MINI PAINT POUCH	3,131,317	8/15/06