

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
Ferguson Enterprises Inc.		01/15/2010	CORPORATION: VIRGINIA

RECEIVING PARTY DATA

Name:	Improvement Direct, Inc.
Street Address:	282 Convair Avenue
City:	Chico
State/Country:	CALIFORNIA
Postal Code:	95973
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 34

Property Type	Number	Word Mark
Serial Number:	77821103	ANSEDONIA
Serial Number:	77821128	ANSEDONIA
Serial Number:	77821107	AVELINO
Serial Number:	77821129	AVELINO
Serial Number:	77821108	BRINDISI
Serial Number:	77821131	BRINDISI
Serial Number:	77821110	CARLENTINI
Serial Number:	77821132	CARLENTINI
Serial Number:	77821111	CHIAROMONTE
Serial Number:	77821133	CHIAROMONTE
Serial Number:	77821112	COLLESANO
Serial Number:	77821134	COLLESANO
Serial Number:	77821113	FIDENZA
Serial Number:	77821135	FIDENZA

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Serial Number:	77821114	MACERATA
Serial Number:	77821136	MACERATA
Serial Number:	77821115	MONTALBANO
Serial Number:	77821137	MONTALBANO
Serial Number:	77821116	MAZZARO
Serial Number:	77821140	MAZZARO
Serial Number:	77821117	MENAGGIO
Serial Number:	77821141	MENAGGIO
Serial Number:	77821118	RAVANUSA
Serial Number:	77821143	RAVANUSA
Serial Number:	77821122	SARANTINO
Serial Number:	77821144	SARANTINO
Serial Number:	77821123	TARVISTO
Serial Number:	77821146	TARVISTO
Serial Number:	77821124	TINDARI
Serial Number:	77821147	TINDARI
Serial Number:	77821125	VALLECCHIA
Serial Number:	77821149	VALLECCHIA
Serial Number:	77821127	VERBANIA
Serial Number:	77821150	VERBANIA

CORRESPONDENCE DATA

Fax Number: (202)244-6810
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (202)247-7929
Email: mafalove@yahoo.com
Correspondent Name: Mary Frances Love
Address Line 1: 3509 Connecticut Ave., N.W.
Address Line 2: PMB 130
Address Line 4: Washington, DISTRICT OF COLUMBIA 20008

NAME OF SUBMITTER:	Mary Frances Love
Signature:	/Mary F. Love/
Date:	01/20/2010

Total Attachments: 5
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TRADEMARK ASSIGNMENT

WHEREAS, Ferguson Enterprises Inc. ("Assignor"), a corporation of Virginia and located at 12500 Jefferson Avenue, Newport News, Virginia 23602, is the owner of trademark applications and registrations identified in Appendix 1 ("the DELACORA Marks").

WHEREAS, Improvement Direct, Inc. ("Assignee"), a corporation of California and located at 282 Convair Avenue, Chico, California 95973, is desirous of acquiring the trademark applications and registrations identified below and the goodwill of the business associated therewith.

NOW, THEREFORE, for valuable consideration, the receipt is hereby acknowledged by the parties, the Assignor hereby transfers and assigns to Assignee the entire right, title and interest in and to the DELACORA Marks together with the goodwill of the business associated with the DELACORA Marks. Assignor hereby authorizes the Assignee to record the transfer of the Trademark Registration with the Commissioner of Patents and Trademarks.

IN WITNESS WHEREOF, the Assignor has executed
this document of the 15th day of January 2010.

Ferguson Enterprises, Inc.

By 

Date: January 15th 2010

Name: Terry Hall

Title: VP and General Counsel

STATE OF Virginia
COUNTY OF NEWPORT NEWS

On this 15th day of January 2010, before me personally came Terry E. Hall,
to me known, who being by me duly sworn, did depose and say that he is the Assignor who executed
the foregoing instrument of Assignment.

Notary Public 

Registration # 7088588

SEAL

Appendix 1

Filed marks owned by Ferguson Enterprises, Inc. to be assigned to Improvement Direct,

Inc.

The DELACORA Marks

Applicant: Ferguson Enterprises, Inc.
Mark: ANSEDONIA
Serial No.: 77/821103
Applicant: Ferguson Enterprises, Inc.
Mark: ANSEDONIA
Serial No.: 77/821128
Applicant: Ferguson Enterprises, Inc.
Mark: AVELINO
Serial No.: 77/821107
Applicant: Ferguson Enterprises, Inc.
Mark: AVELINO
Serial No.: 77/821129
Applicant: Ferguson Enterprises, Inc.
Mark: BRINDISI
Serial No.: 77/821108
Applicant: Ferguson Enterprises, Inc.
Mark: BRINDISI
Serial No.: 77/821131
Applicant: Ferguson Enterprises, Inc.
Mark: CARLENTINI
Serial No.: 77/821110
Applicant: Ferguson Enterprises, Inc.
Mark: CARLENTINI
Serial No.: 77/821132
Applicant: Ferguson Enterprises, Inc.
Mark: CHIAROMONTE
Serial No.: 77/821111
Applicant: Ferguson Enterprises, Inc.
Mark: CHIAROMONTE
Serial No.: 77/821133
Applicant: Ferguson Enterprises, Inc.
Mark: COLLESANO
Serial No.: 77/821112
Applicant: Ferguson Enterprises, Inc.
Mark: COLLESANO
Serial No.: 77/821134
Applicant: Ferguson Enterprises, Inc.
Mark: FIDENZA
Serial No.: 77/821113

Applicant: Ferguson Enterprises, Inc.
Mark: FIDENZA
Serial No.: 77/821135
Applicant: Ferguson Enterprises, Inc.
Mark: MACERATA
Serial No.: 77/821114
Applicant: Ferguson Enterprises, Inc.
Mark: MACERATA
Serial No.: 77/821136
Applicant: Ferguson Enterprises, Inc.
Mark: MONTALBANO
Serial No.: 77/821115
Applicant: Ferguson Enterprises, Inc.
Mark: MONTALBANO
Serial No.: 77/821137
Applicant: Ferguson Enterprises, Inc.
Mark: MAZZARO
Serial No.: 77/821116
Applicant: Ferguson Enterprises, Inc.
Mark: MAZZARO
Serial No.: 77/821140
Applicant: Ferguson Enterprises, Inc.
Mark: MENAGGIO
Serial No.: 77/821117
Applicant: Ferguson Enterprises, Inc.
Mark: MENAGGIO
Serial No.: 77/821141
Applicant: Ferguson Enterprises, Inc.
Mark: RAVENUSA
Serial No.: 77/821118
Applicant: Ferguson Enterprises, Inc.
Mark: RAVENUSA
Serial No.: 77/821143
Applicant: Ferguson Enterprises, Inc.
Mark: SARANTINO
Serial No.: 77/821122
Applicant: Ferguson Enterprises, Inc.
Mark: SARANTINO
Serial No.: 77/821144
Applicant: Ferguson Enterprises, Inc.
Mark: TARVISTO
Serial No.: 77/821123
Applicant: Ferguson Enterprises, Inc.
Mark: TARVISTO
Serial No.: 77/821146
Applicant: Ferguson Enterprises, Inc.
Mark: TINDARI
Serial No.: 77/821124

Applicant: Ferguson Enterprises, Inc.
Mark: TINDARI
Serial No.: 77/821147
Applicant: Ferguson Enterprises, Inc.
Mark: VALLECCHIA
Serial No.: 77/821125
Applicant: Ferguson Enterprises, Inc.
Mark: VALLECCHIA
Serial No.: 77/821149
Applicant: Ferguson Enterprises, Inc.
Mark: VERBANIA
Serial No.: 77/821127
Applicant: Ferguson Enterprises, Inc.
Mark: VERBANIA
Serial No.: 77/821150