

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
Von Roll USA, Inc.		06/18/2010	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Brady Worldwide, Inc.		
Street Address:	6555 West Good Hope Road		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53223		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1820621	TRANSTHERM	
CORRESPONDENCE DATA			
Fax Number:	(414)228-5728		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-228-5743		
Email:	cheryl_piefer-wachtel@bradycorp.com		
Correspondent Name:	Cheryl Piefer-Wachtel		
Address Line 1:	2221 West Camden Road		
Address Line 4:	Milwaukee, WISCONSIN 53209		
ATTORNEY DOCKET NUMBER:	TRANSTHERM ASSIGNMENT		
NAME OF SUBMITTER:	Cheryl Piefer-Wachtel		
Signature:	s/Cheryl Piefer-Wachtel/		
Date:	06/22/2010		

OP \$40.00 1820621

Total Attachments: 1

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UNITED STATES

TRADEMARK ASSIGNMENT

WHEREAS, Von Roll USA, Inc., a New York corporation, located at 200 Von Roll Drive, Schenectady, New York 12306, is the owner of record for the following United States Trademark registration (hereinafter called "the Trademark"):

<u>Trademark</u>	<u>US Reg. Number</u>	<u>Reg. Date</u>
TRANSTHERM	1,820,621	February 8, 1994

and

WHEREAS, Brady Worldwide, Inc., a Wisconsin corporation, located at 6555 West Good Hope Road, Milwaukee, Wisconsin 53223, is desirous of acquiring the Trademark registration thereof and all common law rights in the Trademark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Von Roll USA, Inc. hereby assigns to Brady Worldwide, Inc. all right, title and interest in and to the Trademark, including all common law rights therein, together with the registration thereof and the goodwill of the business symbolized by the Trademark.

IN WITNESS WHEREOF, Von Roll USA, Inc. has caused this Assignment to be duly executed this 18 day of June, 2010.

By: Sara Balth
Name: Sara Balthazar
Title: Controller

State of N.Y.)
) SS.
County of Schenectady)

On this day 18th of June, 2010, before me appeared Sara Balthazar, the person who signed this instrument, and who acknowledged that he is the Controller of Von Roll USA, Inc., and that he signed this instrument on behalf of Von Roll USA, Inc.

Cindy Torres
Notary Public
My Commission expires 4-5-12

CINDY TORRES
Notary Public, State of New York
Qualified in Schenectady County
Reg. No. 01TO6107701
Commission Expires April 5, 2012