

09-17-2010



Form PTO-1594 (Rev. 01-09)  
OMB Collection 0651-0027 (exp. 02/28/11)

103607001

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

RECORDATION FORM COVER SHEET  
**TRADEMARKS ONLY**

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

8.23.10

**1. Name of conveying party(ies):**

Great American Marketing, Inc.  
29145 The Old Road  
Valencia, California 91355

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation- State: California
- Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Howard Berger Co., Inc.

Internal

Address: \_\_\_\_\_

Street Address: 324A Half Acre Road

City: Cranbury

State: New Jersey

Country: USA

Zip: 08512

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship New York
- 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)

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

Execution Date(s) June 3, 2010

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

(See attached list)

Additional sheet(s) attached?  Yes  No

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

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

Name: William J. Spatz

Internal Address: Kramer Levin Naftalis & Frankel LLP

Street Address: 1177 Avenue of the Americas

City: New York

State: New York

Zip: 10036

Phone Number: 212-715-9257

Fax Number: 212-715-8437

Email Address: wspatz@kramerlevin.com

**6. Total number of applications and registrations involved:**

30

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$750.00**

Paid by check on 8/23/2010

- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

Any additional charges

Deposit Account Number 50-0540

Authorized User Name William J. Spatz

**9. Signature:**

Signature

William J. Spatz

Name of Person Signing

9/8/10  
Date

Total number of pages including cover sheet, attachments, and document:

6

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

**SCHEDULE A****UNITED STATES TRADEMARKS**

<b>Trademark.</b>	<b>Serial No.</b>	<b>Registration No.</b>	<b>Registration Date</b>
MAGIC TOUCH	73/281,904	1,198,396	06/22/1982
SENTINEL	76/274,700	1,382,313	02/11/1986
STUDIO 5	73/762,604	1,630,803	01/08/1991
MICRO	74/427,287	1,869,523	12/27/1994
PERFECT PAINTER	74/570,048	1,921,955	09/26/1995
GAM	74/572,054	1,938,235	11/28/1995
WHITE DIAMOND	74/723,581	2,001,221	09/17/1996
THERMO CORE	74/723,582	2,001,222	09/17/1996
SYN LAM	75/461,106	2,266,728	08/03/1999
HI TECH	75/718,922	2,333,007	03/21/2000
PRO BRUSH	75/679,540	2,340,890	04/11/2000
GALAXY	75/729,237	2,345,459	04/25/2000
YELLOW STRIPE	76/129,420	2,482,421	08/28/2001
LIFT AND SELL	75/897,563	2,497,764	10/16/2001
PX	76/273,002	2,527,507	01/08/2002
PRO-X	76/275,444	2,529,870	01/15/2002
TRU LAM	76/188,998	2,531,904	01/22/2002

THE LEADING EDGE IN PAINT SUNDRIES	76/188,999	2,531,905	01/22/2002
MAKES PAINTING A PLEASURE	76/189,279	2,587,844	07/02/2002
PERFECT PREP	78/180,895	2,794,802	12/16/2003
GAM PRO ADVANTAGE	78/364,229	2,923,377	02/01/2005
PERFECT MASKER	77/220,455	3,381,540	02/12/2008
GAM PLUS+	77/206,112	3,499,822	09/09/2008
ECO-FRIENDLY	77/448,013	3,506,796	09/23/2008
PX ECO-FRIENDLY	77/448,021	3,543,093	12/09/2008
AUTO STOP DRIP	77/578,214	3,604,721 (Supp. Reg.)	04/07/2009
STOP DRIP	77/578,193	3,641,474 (Supp. Reg.)	06/16/2009
EXPRESSION	77/626,838	3,678,974	09/08/2009
STOP FLOW	77/578,136	3,700,935	10/27/2009
FOR THE TRADE	77/725,595	3,736,298	01/12/2010

## TRADEMARK ASSIGNMENT

WHEREAS, **Great American Marketing, Inc.** a corporation of the State of California, having a place of business at 29145 The Old Road, Valencia, California 91355, hereinafter called "Assignor", is the owner of certain trademarks used in its business, and registrations and applications for registration thereof, in the United States and throughout the world, including, without limitation, the marks listed on Schedule A hereto (the "Trademarks"); and

WHEREAS, **Howard Berger Co., Inc.**, a corporation of the State of New York, having a place of business at 324A Half Acre Road, Cranbury, New Jersey 08512, hereinafter called "Assignee", is the successor to the business of Assignor and is desirous of acquiring all of Assignor's right, title and interest in and to the Trademarks, together with the good will of the business symbolized by the Trademarks in the United States of America and throughout the world.

~~--- NOW THEREFORE, with effect from June 1, 2010, for good and valuable consideration, the receipt and legal sufficiency of which is hereby acknowledged, Assignor hereby:~~

1. Sells, assigns, transfers and conveys, and confirms that it has sold, assigned, transferred and conveyed to Assignee, its successors and assigns, its entire right, title and interest in and to the Trademarks, together with the good will of the business symbolized by the Trademarks, and all rights to sue for and collect damages resulting from past, present and future infringement of any or all of the Trademarks in the United States of America and throughout the world.

2. Authorizes and requests the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer the Trademarks to Assignee, as assignee of its entire right, title, and interest therein or otherwise as Assignee may direct.

3. Covenants, agrees and undertakes to execute, wherever requested by the Assignee, all assignments, lawful oaths and any other papers which Assignee may deem necessary or desirable for securing to Assignee or for maintaining for Assignee any and all of the Trademarks, all without further compensation to the Assignor.

4. Agrees that upon request and at the expense of Assignee or its successors or assigns or a legal representative thereof, to supply all information and evidence of which the Assignor has knowledge or possession relating to the Trademarks (and the business

identified by the Trademarks), and to provide testimony in any legal proceeding relating thereto.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed by its duly authorized representative, as of June 3, 2010.

GREAT AMERICAN MARKETING, INC.

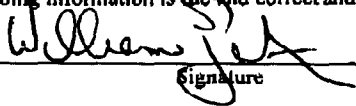
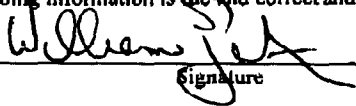
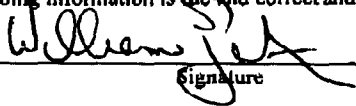
By: *Sherman L. Weiss*  
Name: Sherman L. Weiss  
Title: *Pres*

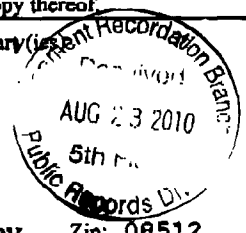
WITNESSED BY:

*WT*  
Name (Printed) *Vanita Tyler*

08-23-2010

KL Ref. No.: 139619-00000

FORM PTO-1594 (Rev. 6-93)		RI	103604885		U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office						
To the Honorable Commissioner of			original documents or copy thereof								
1. Name of conveying party(ies) <b>Great American Marketing, Inc.</b> 29145 The Old Road Valencia, California 91355  <input type="checkbox"/> Individual(s) <input type="checkbox"/> General Partnership <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Association <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Other Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		2. Name and address of receiving party Name: <b>Howard Berger Co., Inc.</b>  Street Address: <b>324A Half Acre Road</b>  City: <b>Cranbury</b> State: <b>New Jersey</b> Zip: <b>08512</b> <input type="checkbox"/> Individual(s) citizenship <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Other									
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Security Agreement <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Other  Execution Date: <b>June 3, 2010</b>		If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No  (Designations must be a separate document from Assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No									
4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) (See attached list) Additional numbers attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No											
5. Name and address of party to whom correspondence concerning document should be mailed:  Name: <b>William J. Spatz</b> Internal Address: <b>Kramer Levin Naftalis &amp; Frankel LLP</b> Street Address: <b>1177 Avenue of the Americas</b> City: <b>New York</b> State: <b>New York</b> Zip: <b>10036</b>			6. Total number of applications and registrations involved ..... <b>30</b>  7. Total fee (37 CFR 3.41)..... <b>\$750.00</b> <input checked="" type="checkbox"/> Enclosed <input type="checkbox"/> Authorized to be charged to deposit account # 50-0540								
8. Please charge any additional fee incurred by reason of this submission to deposit account number: <b>50-0540</b>											
Do not use this space											
9. Statement and signature: To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.  <table border="0" style="width: 100%;"> <tr> <td style="width: 30%;"><b>William J. Spatz</b></td> <td style="width: 30%;"></td> <td style="width: 30%; text-align: right;"><b>August 20, 2010</b></td> </tr> <tr> <td>Name of Person Signing</td> <td>Signature</td> <td>Date</td> </tr> </table>						<b>William J. Spatz</b>		<b>August 20, 2010</b>	Name of Person Signing	Signature	Date
<b>William J. Spatz</b>		<b>August 20, 2010</b>									
Name of Person Signing	Signature	Date									
Total number of pages including cover sheet, attachments, and document: <b>5</b>											
Do not detach this portion Mail documents to be recorded with required cover sheet information to: <b>Commissioner of Patents and Trademarks</b> <b>Box Assignments</b> 88/24/2010 H10N11 0000036 500040 73281904 Washington, D.C. 20231 01 FC:8521 40.00 UP 02 FC:8522 15.00 DA 710.00 OP											



4-23-10