

**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>
BASF Schweiz AG		11/11/2010	CORPORATION: SWITZERLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	matchmycolor GmbH		
<b>Street Address:</b>	Dornacherstr. 101		
<b>City:</b>	Basel		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	4053		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3592943	MATCHMYCOLOR.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)600-2261		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(202) 600-2270		
<b>Email:</b>	aspivak@mosaiclegalgroup.com		
<b>Correspondent Name:</b>	Andrew Spivak c/o Mosaic Legal Group		
<b>Address Line 1:</b>	5185 MacArthur Boulevard, NW, Suite 350		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20016-3341		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			
<b>Address Line 3:</b>			
<b>Address Line 4:</b>			

OP \$40.00 3592943

NAME OF SUBMITTER:	Andrew N. Spivak
Signature:	/Andrew N. Spivak/
Date:	11/16/2010
Total Attachments: 1 source=MATCHMYCOLOR.COM - Trademark Assignment#page1.tif	

**ASSIGNMENT OF TRADEMARK**

WHEREAS, BASF Schweiz AG ("BASF"), a Switzerland corporation, is the owner of the following trademark and trademark registration now on file with the United States Patent and Trademark Office:


<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
MATCHMYCOLOR.COM	3,592,943	March 17, 2009

WHEREAS, matchmycolor GmbH ("MMC"), a Switzerland limited liability company, having its principal place of business at Dornacherstr. 101, 4053 Basel, Switzerland is desirous of acquiring said trademark and trademark registration.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, BASF hereby assigns to MMC all right, title and interest in the United States in and to said trademark and trademark registration, together with the goodwill of the business symbolized by said trademark and trademark registration, all common law rights, and the right to renew, protect and defend said trademark and to sue and recover damages for past infringement of said trademark.

*November*  
Dated: ~~October~~ 11, 2010

**BASF Schweiz AG**

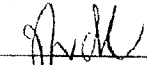
By:   
Printed Name: ~~Dr. Anton Lindner~~ Dr. Wolfgang Bernhardt  
Printed Title: ~~Vice President~~ Senior Patent Counsel

Dated: October 22, 2010

**matchmycolor GmbH**

  
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Michael Jakobi  
Managing Director

  
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Judy van de Langkruis  
Managing Director