

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/30/2010

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Prominence Decor Inc.		01/11/2011	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	Sensio, Inc.
Street Address:	1175 Place Du Frere Andre
City:	Montreal
State/Country:	CANADA
Postal Code:	H3B3X9
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3540899	BELLA

CORRESPONDENCE DATA

Fax Number: (312)655-1501
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-655-1500
 Email: joseph.schmidt@huschblackwell.com
 Correspondent Name: Joseph F. Schmidt
 Address Line 1: 120 South Riverside Plaza, Suite 2200
 Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER: 0506667-123

DOMESTIC REPRESENTATIVE

Name: Joseph F. Schmidt
 Address Line 1: 120 South Riverside Plaza, Suite 2200

900181290

**TRADEMARK
 REEL: 004452 FRAME: 0744**

CH \$40.00 3540899

Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER:

Joseph F. Schmidt

Signature:

/Joseph F. Schmidt/

Date:

01/13/2011

Total Attachments: 1

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ASSIGNMENT

WHEREAS, Prominence Decor Inc., a Canada corporation, 1175 Place Du Frere Andre, Montreal, Canada H3B3X9, ("ASSIGNOR"), is the owner of all rights, title and interest in and to the mark BELLA and U.S. Registration No. 3,540,899 therefor;

WHEREAS, Sensio, Inc., a Canada corporation, 1175 Place Du Frere Andre, Montreal, Canada H3B3X9 ("ASSIGNEE"), desires to acquire all of ASSIGNOR's rights, title and interest in and to the mark BELLA and U.S. Registration No. 3,540,899, and the goodwill of the business symbolized by said marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said ASSIGNOR has sold, transferred, and assigned as of December 30, 2010, and hereby sells, transfers and assigns to ASSIGNEE all rights, title and interest in and to the mark BELLA and U.S. Registration No. 3,540,899, together with the goodwill of the business symbolized by said mark.

IN WITNESS WHEREOF this Assignment has been duly executed by an authorized officer of ASSIGNOR.

Prominence Decor Inc.

Dated: January 11, 2011

By: 

Name: Danny Lavy

Title: Director.