

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Columbia Insurance Company		04/08/2011	CORPORATION: NEBRASKA
RECEIVING PARTY DATA			
Name:	Benjamin Moore & Co.		
Street Address:	101 Paragon Drive		
City:	Montvale		
State/Country:	NEW JERSEY		
Postal Code:	07645		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85225867	ECOCOLOR	
Serial Number:	85225849	ECOCOLOR	
CORRESPONDENCE DATA			
Fax Number:	(212)836-6487		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 836 7087		
Email:	mgodler@kayescholer.com		
Correspondent Name:	Mark D. Godler		
Address Line 1:	425 Park Avenue		
Address Line 2:	Kaye Scholer LLP		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	99999-2574		
NAME OF SUBMITTER:	Mark D. Godler		
Signature:	/mark d. godler/		

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Date:

04/08/2011

Total Attachments: 2

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FEDERAL TRADEMARK ASSIGNMENT

WHEREAS **COLUMBIA INSURANCE COMPANY** ("**COLUMBIA**"), a corporation organized and existing under the laws of Nebraska, filed two applications in the United States Trademark Office, Serial No. 85225867 for the trademark **ECOCOLOR** for "Software development kit comprised of computer software development tools used in the design and creation of interactive, web-based room and home visualization computer applications" in International Class 009, and Serial No. 85225849 for the trademark **ECOCOLOR** for "Computer software development in the field of room and home visualization; design and creation of interactive, web-based room and home visualization computer applications" in International Class 042 (the **AECOCOLOR Trademarks**®); and

WHEREAS **COLUMBIA** is the owner of a number of registered trademarks which it licenses to **BENJAMIN MOORE & CO.** ("**BENJAMIN MOORE**"), a corporation organized and existing under the laws of New Jersey, in connection with **BENJAMIN MOORE**'s conduct of its paint and coatings business; and

WHEREAS, **BENJAMIN MOORE & CO.** is the owner of the federal trademark Registration No. 3829282, for the trademark **ECOCOLOR** for "Colorants for use in the manufacture of paint" in International Class 002; and

WHEREAS, **BENJAMIN MOORE** desires to acquire all of the rights to the **ECOCOLOR Trademarks**, including the applications filed by **COLUMBIA**, Serial No. 85225867 and Serial No. 85225849, and the goodwill of the business associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, **COLUMBIA** does hereby assign, set over and transfer to **BENJAMIN MOORE**, its successors and assigns, the entire right, title and interest in and to the

ECOCOLOR Trademarks, together with the goodwill of the business associated therewith,
effective April 4, 2011.

COLUMBIA INSURANCE COMPANY

By: Brennan Neville
Brennan Neville
Assistant Secretary

STATE OF NEBRASKA)
) ss.
COUNTY OF DOUGLAS)

On this 8 day of April 2011 before me, a Notary Public in and for the County aforesaid, personally appeared Brennan Neville, personally known to me and known to me to be the person whose name is subscribed to the foregoing instrument, who stated that he is the Assistant Secretary of **COLUMBIA INSURANCE COMPANY**, and that he has been duly authorized to execute the foregoing instrument.

Tracey Schnell
Notary Public

My Commission Expires May 6, 2012

