

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
Dayton Electric Manufacturing Co.		12/31/2011	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	W.W. Grainger, Inc.		
Street Address:	100 Grainger Parkway		
City:	Lake Forest		
State/Country:	ILLINOIS		
Postal Code:	60045		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1686893	THE RIGHT STUFF. RIGHT HERE. RIGHT NOW.	
CORRESPONDENCE DATA			
Fax Number:	(847)535-9243		
Phone:	847-535-1047		
Email:	aimee.nolan@grainger.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Aimee M. Nolan		
Address Line 1:	100 Grainger Parkway		
Address Line 4:	Lake Forest, ILLINOIS 60045		
NAME OF SUBMITTER:	Aimee Merriman Nolan		
Signature:	/Aimee M. Nolan/		
Date:	01/03/2012		
Total Attachments: 2 source=Dayton TM Assignment#page1.tif source=Dayton TM Assignment#page2.tif			

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ASSIGNMENT OF TRADEMARK


WHEREAS, Dayton Electric Manufacturing Co., an Illinois corporation, having a place of business at 100 Grainger Parkway, Lake Forest, Illinois 60045-5201 ("Assignor"), is the owner of the trademark listed on the attached Exhibit A (the "Mark"), and

WHEREAS, W. W. Grainger, Inc., an Illinois corporation, having a place of business at 100 Grainger Parkway, Lake Forest, Illinois 60045-5201 U.S.A. ("Assignee"), desires to acquire the entire right, title and interest in, to and under the Mark and the registrations and applications therefor.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee all its right, title and interest in, to and under said Mark and the registrations and applications therefor, together with the goodwill of the business symbolized by the Mark, and with the entire business of the Assignor to which the Mark pertains; together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past violation, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made. This Assignment shall be deemed effective as of December 31, 2011.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized.

DAYTON ELECTRIC MANUFACTURING CO.

By: 
Philip M. West

Title: Treasurer

Date: December 21, 2011

EXHIBIT A

COUNTRY	MARK	REGISTRATION NUMBER	REGISTRATION DATE
United States	THE RIGHT STUFF. RIGHT HERE. RIGHT NOW.	1686893	05/12/1992