TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
The Sherwin-Williams Company		11/01/2011	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	SWIMC, Inc.
Street Address:	PO Box 657
City:	Newark
State/Country:	DELAWARE
Postal Code:	19715-0657
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2086544	GRAFFITI HURTS

CORRESPONDENCE DATA

Fax Number: 2165154400
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 2165662432
Email: legal_ip@sherwin.com
Correspondent Name: Robert E. McDonald, Reg. No. 29,193
Address Line 1: 101 W. Prospect Avenue, Legal Dept.
Address Line 2: c/o The Sherwin-Williams Company
Address Line 4: Cleveland, OHIO 44115-1075

ATTORNEY DOCKET NUMBER:	01NOV2011 TM ASSIGNMENT
NAME OF SUBMITTER:	Gregory F. Lavelle, Vice President
Signature:	/gfl/

OP $40.00 2086544

Date:	09/25/2012

Total Attachments: 5
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

The Sherwin-Williams Company Conveying Party,	)
and	)
SWIMC, Inc. Receiving Party.	)

Mail Stop Assignment Recordation Services
Director of the U.S. Patent and Trademark Office
PO Box 1450
Alexandria, VA 22313-1450

REQUEST FOR RECORDATION OF ASSIGNMENT
AND APPOINTMENT OF ATTORNEYS OF RECORD

Dear Sir:

Enclosed please find a copy of an assignment document designated "ASSIGNMENT AGREEMENT", dated November 1, 2011, in which the following U.S. trademark registration was assigned from The Sherwin-Williams Company to SWIMC, Inc.:

MARK	REG. NO.
GRAFFITI HURTS	2086544

SWIMC, Inc., having an office and place of business at 850 Library Avenue, Suite 204, Newark, Delaware 19711, respectfully requests that the attached assignment be made of record for the above-identified U.S. trademark registration.

The undersigned, acting on behalf of SWIMC, Inc., hereby appoints ROBERT E. McDONALD, Reg. No. 29,193 and VIVIEN Y. TSANG, Reg. No. 40,209 and ARTHI K. TIREY, Reg. No. 50,960 and ERYN ACE FUHRER, Reg. No. 44,491 and DERON A. COOK, Reg. No. 52,767, whose address is The Sherwin-Williams Company, 101 W. Prospect Avenue,

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1100 Midland Bldg. – Legal Dept., Cleveland, Ohio 44115-1075, and whose telephone number is (216) 566-2432 and whose email address is legal_ip@sherwin.com, its attorney and associate attorneys, with full power of substitution and revocation to transact all business in the Patent and Trademark Office in connection therewith.

Respectfully submitted,

SWIMC, INC.

By_____
Donald J. Puglisi
President

TRADEMARK
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ASSIGNMENT AGREEMENT

KNOW ALL MEN BY THESE PRESENTS, that The Sherwin-Williams Company, an Ohio corporation with its principal place of business at 101 W. Prospect Avenue, Cleveland, Ohio 44115-1075, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, does hereby assign, transfer and convey unto SWIMC, Inc., a Delaware corporation having an office and place of business at 850 Library Avenue, Suite 204, New Castle County, Newark, Delaware 19711, all of its ownership right, title and interest in and to the tradenames, trademarks and service marks and all goodwill associated therewith, together with all registrations thereof and pending applications therefor (collectively, the "Trademarks"), described in the attached Schedule A.

IN WITNESS WHEREOF, The Sherwin-Williams Company, through its authorized officers, has executed this instrument, effective as of this 1st day of November 2011, and affixed its corporate seal hereunto.

[SEAL]
Attest:

THE SHERWIN-WILLIAMS COMPANY

By _____
Robert E. McDonald
Associate General Counsel

By _____
Louis E. Stellato
Senior Vice President, General Counsel and Secretary

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STATE OF OHIO)
) SS.
COUNTY OF CUYAHOGA)

On the 31st day of January, 2011, before me, the subscriber, a Notary Public in and for the State and County aforesaid, personally appeared LOUIS E. STELLATO, who acknowledged himself to be the SENIOR VICE PRESIDENT, GENERAL COUNSEL AND SECRETARY of The Sherwin-Williams Company, an Ohio corporation, and that he, as such officer being authorized to do so, executed the foregoing ASSIGNMENT AGREEMENT for the purposes therein contained by signing the name of the corporation by himself as such officer.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.

Deborah G. Pankiw
NOTARY PUBLIC

DEBORAH G. PANKIW
Notary Public, State of Ohio
Recorded in Cuyahoga County
My commission expires June 27, 2015

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Schedule A

U.S. TRADEMARK REGISTRATION

Trademark	Reg. No.	Reg. Date
GRAFITTI HURTS	2086544	05-AUG-1997

1011SWS260