

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM339174

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Sherwin-Williams Company		02/01/2015	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: 2			
Property Type	Number	Word Mark	
Registration Number:	4668177	GEOCEL 4300	
Registration Number:	4668178	GEOCEL PRO	
CORRESPONDENCE DATA			
Fax Number:	2165154400		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
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:	FEB2015 ASSIGNMENT		
NAME OF SUBMITTER:	Robert E. McDonald, Reg. No. 29,193		
SIGNATURE:	/rmcd/		
DATE SIGNED:	04/23/2015		
Total Attachments: 5			
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TRADEMARK

REEL: 005506 FRAME: 0394

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 February 1, 2015, in which the following U.S. Trademark Registrations were assigned from The Sherwin-Williams Company to SWIMC, Inc.:

<u>MARK</u>	<u>REG. NO.</u>
GEOCEL 4300	4668177
GEOCEL PRO	4668178

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 Registrations.

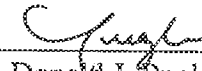
The undersigned, acting on behalf of SWIMC, Inc., hereby appoints ROBERT E. McDONALD, Reg. No. 29,193 and VIVIEN Y. TSANG, Reg. No. 40,209 and ARTHI K. TIREY, Reg. No. 50,960 and DERON A. COOK, Reg. No. 52,767 and DANIEL ARI SHERWIN, Reg. No. 63,843, whose address is The Sherwin-Williams Company, 101 W.

Prospect Avenue, 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

ASSIGNMENT AGREEMENT

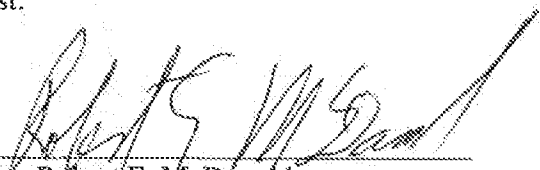
KNOW ALL MEN BY THESE PRESENTS, that The Sherwin-Williams Company, an Ohio corporation with its principal place of business at 101 W. Prospect Avenue, Cleveland, Ohio 44115-1075, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, does hereby assign, transfer 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 February 2015, and affixed its corporate seal hereunto.

[SEAL]

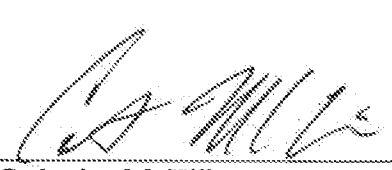
Attest:

By


Robert E. McDonald
Associate General Counsel

THE SHERWIN-WILLIAMS COMPANY

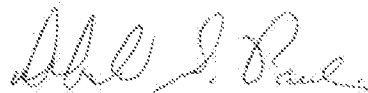
By


Catherine M. Kilbane
Senior Vice President, General
Counsel and Secretary

STATE OF OHIO)
) SS.
COUNTY OF CUYAHOGA)

On the 13th day of February, 2015, before me, the subscriber, a Notary Public in and for the State and County aforesaid, personally appeared CATHERINE M. KILBANE, who acknowledged herself to be the SENIOR VICE PRESIDENT, GENERAL COUNSEL AND SECRETARY of The Sherwin-Williams Company, an Ohio corporation, and that she, 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 herself as such officer.

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



NOTARY PUBLIC

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

Schedule A

U.S. TRADEMARK REGISTRATIONS

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
GEOCEL 4300	4668177	06-Jan-2015
GEOCEL PRO	4668178	06-Jan-2015

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