

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

05/21/2015
 900325368

ETAS ID: TM342085

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Benjamin Moore & Co.		05/14/2015	COMPANY

RECEIVING PARTY DATA

CORPORATION: NEW JERSEY

Name:	Continental Buying Group, Inc.
Street Address:	35 A Mineola Avenue
City:	Roslyn Heights
State/Country:	NEW YORK
Postal Code:	11577
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	3037155	JANOVIC
Registration Number:	2954403	THE COLOR AUTHORITY
Registration Number:	2950019	ULTIMATE

CORRESPONDENCE DATA

Fax Number: 2128366487
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.
Phone: 212-836-7087
Email: mark.godler@kayescholer.com, tmdocketing@kayescholer.com
Correspondent Name: Mark D. Godler
Address Line 1: 250 West 55th Street
Address Line 2: Kaye Scholer LLP
Address Line 4: New York, NEW YORK 10019-9710

NAME OF SUBMITTER:	Mark D. Godler
SIGNATURE:	/mark d godler/
DATE SIGNED:	05/21/2015

Total Attachments: 3

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OP \$90.00 3037155

CONFIRMATORY FEDERAL TRADEMARK ASSIGNMENT

WHEREAS, **BENJAMIN MOORE & CO.**, a corporation organized and existing under the laws of New Jersey ("Benjamin Moore"), is the owner of the United States trademarks and registrations shown on the attached Schedule A (the "Trademarks") and all of the goodwill associated therewith; and

WHEREAS, **CONTINENTAL BUYING GROUP, INC.**, a corporation organized and existing under the laws of New York ("CBG"), desires to acquire said the Trademarks and the goodwill associated therewith;

WHEREAS, pursuant to an agreement made as of December 31, 2014, (the "Agreement"), CBG has been assigned all of the right, title and interest in and to the Trademarks, and all of the goodwill of the business symbolized by the Trademarks; and

WHEREAS, Benjamin Moore and CBG wish to confirm that CBG has acquired the entire right, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Benjamin Moore does hereby confirm that it has irrevocably assigned, sold, transferred, conveyed and granted to CBG, effective December 31, 2014, all of Benjamin Moore's entire right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, including the right to apply for all reissues, extensions, renewals and continuations with respect to the Trademarks, from the effective date hereof to the full end of the term or terms for which the Trademarks may be issued, the same to be held and enjoyed by CBG, its successors and assigns.

2. Benjamin Moore does hereby authorize the United States Commissioner of Patent and Trademarks to register the Trademarks in the name of CBG, its successors and assigns, in accordance with this Confirmatory Trademark Assignment.

3. Benjamin Moore shall execute and deliver to CBG, its successors and assigns, any further documents or instruments and shall do any and all further acts that may be necessary to vest in CBG, its successors and assigns, the title herein conveyed, or intended so to be, and to the extent possible to enable such title to be recorded in the United States Patent and Trademark Office.

BENJAMIN MOORE & CO.

By: Daniel M. Collins

STATE OF NEW JERSEY)
) ss.
COUNTY OF BERGEN)

On this 11th day of May, 2015 before me, a Notary Public in and for the County aforesaid, personally appeared Daniel M. Collins, personally known to me and known to me to be the person whose name is subscribed to the foregoing instrument, who stated that he was the EMP, North American Sales of **BENJAMIN MOORE & CO.**, and that he had been duly authorized by the Board of Directors of said corporation to execute the foregoing instrument under said authority.

Regina M. Kilgallon-Burke
Regina M. Kilgallon-Burke
I.D. # 2226399
Notary Public of New Jersey
Commission Expires 7/6/2019

SCHEDULE A

Trademarks:

JANOVIC

Registration 3,037,155

Class 002

Goods: Interior and exterior paints and coatings in the nature of paint.

Renewal Due: 01/03/16

THE COLOR AUTHORITY

Registration 2,954,403

Class 002

Goods: Interior and exterior paints and coatings in the nature of a paint.

Renewal Due: 05/24/15

ULTIMATE

Registration 2,950,019

Class 020

Goods: Window blinds and shades.

Renewal Due: 05/10/15