

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM433143

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Columbia Insurance Company		05/31/2017	Corporation:
RECEIVING PARTY DATA			
Name:	Arius Technology Inc.		
Street Address:	280 - 887 Great Northern Way		
City:	Vancouver, BC		
State/Country:	CANADA		
Postal Code:	V5T4T5		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4952874	VERUS ART	
CORRESPONDENCE DATA			
Fax Number:	6046814081		
<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:	6046693432		
Email:	sdelechantos@patentable.com		
Correspondent Name:	Thomas W. Bailey/Samantha Delechantos		
Address Line 1:	480 - 601 WEST CORDOVA STREET		
Address Line 4:	VANCOUVER, BC, CANADA V6B1G1		
NAME OF SUBMITTER:	THOMAS W BAILEY		
SIGNATURE:	/ThomasWBailey/		
DATE SIGNED:	06/29/2017		
Total Attachments: 1			
source=Trademark assignment executed by Columbia Insurance Company (11975409x9EE5F)#page1.tif			

OP \$40.00 4952874

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into effective as of May 31, 2017, by and between COLUMBIA INSURANCE COMPANY, a Nebraska corporation having a place of business at 1314 Douglas Street, Suite 1400, Omaha, Nebraska 68102 ("Assignor"), and ARIUS TECHNOLOGY INC., a Canadian company, with an office at 280, 887 Great Northern Way, Vancouver, British Columbia, V5T 4T5 ("Assignee").

WHEREAS, Assignor is the seller of certain assets of Assignor identified in an Asset Purchase Agreement dated of even date herewith, by and among Assignor, LARSON-JUHL CANADA LTD., and ALBECCA INC. (collectively the "Sellers") and Assignee (the "Asset Purchase Agreement"); and

WHEREAS, under the terms of the Asset Purchase Agreement, Sellers have conveyed, transferred and assigned to Assignee, among other assets, certain trademarks of Sellers, and have agreed to execute and deliver this Trademark Assignment for recording with the United States Patent and Trademark Office;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee all of Assignor's right, title and interest in and to the following, together with the goodwill of the business connected with the use of, and symbolized by, the assigned trademark:

(a) US Trademark Registration No. 4952874 for the mark *VERUS ART*;

(b) all rights of Assignor in the common law trademark *VERUS ART* accruing under any applicable law of any jurisdiction, by international treaties and conventions and otherwise, throughout the world;

(c) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on and/or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

IN WITNESS WHEREOF, Assignor has executed and delivered this Trademark Assignment as of the date first written above.

ASSIGNOR:

COLUMBIA INSURANCE COMPANY

By: Brian S. Neuhoff
Name: Brian S. Neuhoff
Title: Asst. Secretary