

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM433914

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Lafarge		07/04/2017	Sociedad Anonima: FRANCE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Holcim Technology Ltd		
<b>Street Address:</b>	Zürcherstrasse 156		
<b>City:</b>	Jona		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	CH-8645		
<b>Entity Type:</b>	Limited Liability Company: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3115723	ARTEVIA COLOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Email:</b>	trademarks@dechert.com		
<b>Correspondent Name:</b>	Jacob Bishop		
<b>Address Line 1:</b>	Dechert LLP		
<b>Address Line 2:</b>	1095 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Jacob Bishop		
<b>Address Line 1:</b>	Dechert LLP		
<b>Address Line 2:</b>	1095 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>NAME OF SUBMITTER:</b>	Jacob Bishop		
<b>SIGNATURE:</b>	/Jacob Bishop/		
<b>DATE SIGNED:</b>	07/06/2017		
<b>Total Attachments: 1</b>			

CH \$40.00 3115723





**TRADEMARK ASSIGNMENT**

WHEREAS Lafarge, a French *societe anonyme* with an address at 61 rue des Belles Feuilles, 75116 Paris, France ("Assignor"), is the owner of all right, title, and interest in the trademark ARTEVIA COLOR in the United States (the "Trademark"), and the following U.S. registration of the Trademark (the "Registration"):

Mark	International Classes	Registration Number	Registration Date
ARTEVIA COLOR	19	3,115,723	July 18, 2006

WHEREAS Holcim Technology Ltd, Swiss limited liability company with an address at Zürcherstrasse 156, 8645 Jona, Switzerland ("Assignee"), desires to acquire all right, title and interest in the Trademark and the Registration, together with the goodwill of the business symbolized by the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged and intending to be legally bound, Assignor hereby assigns and transfers to Assignee its entire right, title and interest in and to the Trademark, together with the Registration and the goodwill of the business symbolized by the Trademark, all rights of action arising from the Trademark, all claims for damages for reason of infringement of the Trademark and the right to sue and collect damages for such infringement, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.

Dated: 4<sup>th</sup> July, 2017

LAFARGE

Name: VANLERBERGHE / ROBIN  
Title: Authorized signatories