

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM459251

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Princeton Art & Brush Company		01/16/2018	Corporation: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Pacon Corporation		
Street Address:	2525 North Casaloma Drive		
City:	Appleton		
State/Country:	WISCONSIN		
Postal Code:	54913		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Serial Number:	87375231	PRINCETON ART & BRUSH COMPANY	
Serial Number:	87616351	PA&B CO	
Serial Number:	87594134	PRINCETON BLUE	
Registration Number:	5352113	ASPEN	
Registration Number:	5083325	DAKOTA	
Registration Number:	5079884	SIBERIA	
Registration Number:	5005307	ROUSSEAU	
Registration Number:	5001539	CATALYST	
Registration Number:	4996286	SELECT ARTISTE	
Registration Number:	4970740	PRINCETON ARTIST BRUSH CO.	
Registration Number:	4955115	REAL VALUE	
Registration Number:	4948028	HERITAGE	
Registration Number:	4904818	SNAP	
Registration Number:	4889626	UMBRIA	
Registration Number:	4889625	NEPTUNE	
Registration Number:	3804882	SUMMIT	
Registration Number:	3928923	VELVETOUCH	
CORRESPONDENCE DATA			
TRADEMARK			

OP \$440.00 87375231

Fax Number: 2622413403

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: 262 241-3400

Email: shereff@cbcsllaw.com

Correspondent Name: Cobby J Shereff

Address Line 1: 1001 West Glen Oaks Lane

Address Line 4: Mequon, WISCONSIN 53092

NAME OF SUBMITTER:	Cobby J. Shereff
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SIGNATURE:	/Cobby J. Shereff/
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DATE SIGNED:	01/24/2018
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Total Attachments: 4

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Confirmatory Trademark Assignment

This Confirmatory Trademark Assignment (the "Assignment") is made by and among PRINCETON ART & BRUSH COMPANY, INC., a New Jersey corporation ("Seller") and PACON CORPORATION, a Wisconsin corporation ("Buyer").

Whereas, the Seller is the owner of the trademarks shown in the attached Schedule A, the registrations and applications for registration therefor with the U.S. Patent and Trademark Office, and the common law trademarks shown in the attached Schedule B, and the goodwill of the business in connection therewith (the "Trademarks").

Whereas, Buyer desires to acquire the Trademarks.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, the Seller hereby sells, assigns and transfers to Buyer all of the Seller's right, title and interest in and to the Trademarks and all of the Seller's right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademarks.

This Assignment is made pursuant to that certain Asset and Share Purchase Agreement made and entered into as of January 1, 2018 by and between Seller, Buyer, and Howard Kaufman (the "Agreement"). To the extent of any conflict between the terms of this Assignment and the Agreement, the terms of the Agreement shall prevail and control.

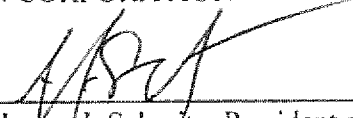
In witness whereof, Seller has caused this Assignment to be executed by its duly authorized representative as of the date written below.

*Remainder of Page Intentionally Left Blank.
Signatures and Schedule Follow.*

United States of America

PACON CORPORATION

By:



James J. Schmitz, President and
Chief Executive Officer

Date:


January 16, 2018

[Signature Page to Confirmatory Trademark Assignment - United States]

TRADEMARK
REEL: 006255 FRAME: 0778

United States of America

PRINCETON ART & BRUSH COMPANY,
INC.

By: 
Howard Kaufman
President

Date: 1/12/18

Schedule A
Trademark Applications and Registrations

TRADEMARK APPLICATIONS			
Trademark Name	Country Name	Application Number	Application Date
PA&B CO (Drawing)	United States	87616351	9/20/2017
Princeton Art & Brush Company	United States	87375231	3/17/2017
Princeton Blue	United States	87594134	9/01/2017

TRADEMARK REGISTRATIONS			
Trademark Name	Country Name	Registration Number	Registration Date
Aspen	United States	5352113	12/05/2017
Catalyst	United States	5001539	7/19/2016
Dakota	United States	5083325	11/15/2016
Heritage	United States	4948028	4/26/2016
Neptune	United States	4889625	1/19/2016
Princeton Artist Brush Co.	United States	4970740	5/31/2016
Real Value	United States	4955115	5/10/2016
Rousseau	United States	5005307	7/19/2016
Select Artiste	United States	4996286	7/12/2016
Siberia	United States	5079884	11/08/2016
Snap	United States	4904818	2/23/2016
Summit	United States	3804882	6/15/2010
Umbria	United States	4889626	1/19/2016
Velvetouch	United States	3928923	3/08/2011