

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Damien Reynolds	09/01/2009
John Buzyn	09/01/2009
Doug Milsom	09/24/2009
Marc Webb	09/01/2009
Bernadette Irizarry	08/03/2009
Donna Une	09/01/2009
RECEIVING PARTY DATA	
Name:	Behr Process Corporation
Street Address:	3400 W. Segerstrom Avenue
City:	Santa Ana
State/Country:	CALIFORNIA
Postal Code:	92704
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12610031
CORRESPONDENCE DATA	
Fax Number:	(310)586-7800
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	9497326500
Email:	laipmail@gtlaw.com
Correspondent Name:	Franklin D. Ubell
Address Line 1:	2450 Colorado Avenue
Address Line 2:	Suite 400E
Address Line 4:	Santa Monica, CALIFORNIA 90404
ATTORNEY DOCKET NUMBER:	076360-011400

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**PATENT
 REEL: 023458 FRAME: 0902**

NAME OF SUBMITTER:

Angela Williams

Total Attachments: 22

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RECORDATION FORM COVER SHEET PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Damien Reynolds, John Buzyn,
Doug Milsom, Marc Webb,
Bernadette Irizarry, Donna Une.

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: BEHR PROCESS CORPORATION

Internal Address: _____

Street Address: _____

3400 W. Segerstrom Avenue

City: Santa Ana

State: California

Country: US Zip: 92704

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) 09/01/09, 09/01/09, 09/24/09, 09/01/09, 08/03/09, 09/01/09.

- Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or patent number(s):

This document is being filed together with a new application.

A. Patent Application No.(s)

12/610,031

B. Patent No.(s)

Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Franklin D. Ubell

Internal Address: _____
Greenberg Traurig LLP

Street Address: _____
2450 Colorado Avenue, Suite 400E

City: Santa Monica

State: California Zip: 90404

Phone Number: (949) 732-6500

Fax Number: (310) 386-7800

Email Address: laipmail@gtlaw.com

6. Total number of applications and patents involved: One

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00

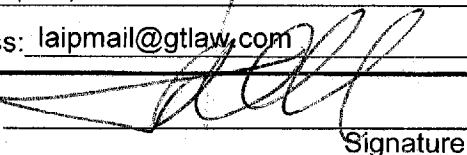
- Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information

Deposit Account Number 502638

Authorized User Name Greenberg Traurig LLP

9. Signature:


Signature

November 2, 2009

Date

Franklin D. Ubell

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

22

ASSIGNMENT

For valuable consideration, we, **DAMIEN REYNOLDS**, of 20191 Sealpoint Lane #204, Huntington Beach, CA 92646, and a citizen of the United States of America, and **JOHN BUZYN**, of 319 Promontory Drive East, Newport Beach, CA 92660, and a citizen of the United States of America, and **DOUG MILSOM**, of 1218 N. 4th St., Tacoma, WA 98403, and a citizen of the United States of America, and **MARC WEBB**, of 3447 E. Alderly Lane, Orange, CA 92867, and a citizen of the United States of America, and **BERNADETTE IRIZARRY**, of 3916 East Blvd., Los Angeles, CA 90066, and a citizen of the United States of America, and **DONNA UNE**, of 11821 Tunstall St., Garden Grove, CA 92845, and a citizen of the United States of America (hereinafter referred to as "Assignors") hereby assign to **BEHR PROCESS CORPORATION**, a corporation organized and existing under and by the virtue of the laws of the State of California, and having a place of business located at **3400 W. Segerstrom Avenue, Santa Ana, CA 92704**, and its successors and assigns (hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the invention and improvements which are the subject of an application for United States Utility Application being filed herewith, entitled **"IMPROVED COLOR SELECTION, COORDINATION AND PURCHASE SYSTEM"**, and any and all related applications and patents, this assignment including said application, any and all United States and foreign patents granted for any of said inventions or improvements, including all divisions, continuations, reissues, continuations-in-part and extensions thereof, and the right to claim priority based on the filing date of said application and based on the filing date of any provisional application of which said application claims the benefit under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents and like rights of exclusion and for inventor's certificates for said inventions and improvements; and we agree for ourselves and our heirs, legal representatives and assigns, without further compensation, upon request to perform such lawful acts as may be necessary to assist in filing or prosecuting any such application, to promptly provide Assignee with all pertinent facts and documents relating to said invention or application as may be known and accessible to us, to testify in any interference

WITNESS my hand at SANTA ANA, CA
this 1 day of SEPTEMBER 2009.

John R Buzyn
JOHN BUZYN

STATE OF California)
COUNTY OF Orange)ss.

On September 1, 2009, before me, M. Drew Hatcher
personally appeared John Buzyn who proved to me
on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the
within instrument and acknowledged to me that he/she/they executed the same in his/her/their
authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or
the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the
foregoing paragraph is true and correct.

WITNESS my hand and official seal

M. Drew Hatcher
Signature of Notary



[Notary Seal]

WITNESS my hand at Santa Ana, CA
this 1 day of Sept 2009.

Donna Une
DONNA UNE

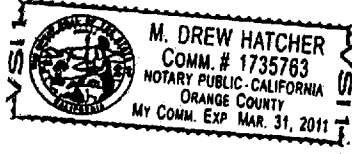
STATE OF California)
)ss.
COUNTY OF Orange)

On September 1, 2009, before me, M. Drew Hatcher
personally appeared Donna Une who proved to me
on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the
within instrument and acknowledged to me that he/she/they executed the same in his/her/their
authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or
the entity upon behalf of which the person(s) acted, executed the instrument.

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Signature of Notary



[Notary Seal]

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ASSIGNMENT

For valuable consideration, we, **DAMIEN REYNOLDS**, of 20191 Sealpoint Lane #204, Huntington Beach, CA 92646, and a citizen of the United States of America, and **JOHN BUZYN**, of 319 Promontory Drive East, Newport Beach, CA 92660, and a citizen of the United States of America, and **DOUG MILSOM**, of 1218 N. 4th St., Tacoma, WA 98403, and a citizen of the United States of America, and **MARC WEBB**, of 3447 E. Alderly Lane, Orange, CA 92867, and a citizen of the United States of America, and **BERNADETTE IRIZARRY**, of 3916 East Blvd., Los Angeles, CA 90066, and a citizen of the United States of America, and **DONNA UNE**, of 11821 Tunstall St., Garden Grove, CA 92845, and a citizen of the United States of America (hereinafter referred to as "Assignors"), hereby assign to **BEHR PROCESS CORPORATION**, a corporation organized and existing under and by the virtue of the laws of the State of California, and having a place of business located at **3400 W. Segerstrom Avenue, Santa Ana, CA 92704**, and its successors and assigns (hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the invention and improvements which are the subject of an application for United States Utility Application being filed herewith, entitled "**IMPROVED COLOR SELECTION, COORDINATION AND PURCHASE SYSTEM**", and any and all related applications and patents, this assignment including said application, any and all United States and foreign patents granted for any of said inventions or improvements, including all divisions, continuations, reissues, continuations-in-part and extensions thereof, and the right to claim priority based on the filing date of said application and based on the filing date of any provisional application of which said application claims the benefit under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents and like rights of exclusion and for inventor's certificates for said inventions and improvements; and we agree for ourselves and our heirs, legal representatives and assigns, without further compensation, upon request to perform such lawful acts as may be necessary to assist in filing or prosecuting any such application, to promptly provide Assignee with all pertinent facts and documents relating to said invention or application as may be known and accessible to us, to testify in any interference

