

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Benjamin Moore & Co.	08/12/2013
RECEIVING PARTY DATA	
Name:	Columbia Insurance Company
Street Address:	3024 Harney Street
City:	Omaha
State/Country:	NEBRASKA
Postal Code:	68131
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	8427498
CORRESPONDENCE DATA	
Fax Number:	2023633490
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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ATTORNEY DOCKET NUMBER:	BJM-043.US
NAME OF SUBMITTER:	H.T. Than
Signature:	/H.T. Than/
Date:	08/13/2013
Total Attachments: 1 source=BJM-043.US#page1.tif	

OP \$40.00 8427498

REASSIGNMENT

ASSIGNMENT

WHEREAS, Benjamin Moore & Co., a Company registered under the laws of New Jersey, located at 101 Paragon Drive, Montvale, New Jersey 07645, ASSIGNOR having been assigned the entire rights in the invention in U.S. Patent No. 8,427,498 B2 Color Selection Based On Color Emotion and Color Harmony, by assignment executed herewith,

and WHEREAS, Columbia Insurance Company, a Company registered under the laws of Nebraska, located at 3024 Harney Street, Omaha, Nebraska 68131, ASSIGNEE is desirous of obtaining ASSIGNOR's entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, in consideration of the sum of Ten Dollar (\$10.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR, has sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, its entire right, title and interest in, to and under the said invention, and the said United States patent application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof;

AND ASSIGNOR HEREBY covenants and agrees that it has the full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreement in conflict herewith.

AND ASSIGNOR HEREBY further covenants and agrees that it will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to it respecting said invention and said United States patent, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seals the day and year set opposite its agents respective signature.

Date Aug 12, 2013 [Signature] L.S.
 State of New Jersey)
) SS.:
 County of Bergen)

In the State of New Jersey, county of Bergen, on Aug. 12, 2013, before me, Kimberly Vilece, Notary Public, personally appeared James L. Megin, personally known to me on the basis of satisfactory evidence to be the person(s) whose name(s) is 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.

WITNESS my hand and official seal

