

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Sherwin-Williams Company		11/01/2009	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	SWIMC, Inc.
Street Address:	PO Box 657
City:	Newark
State/Country:	DELAWARE
Postal Code:	19715
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Serial Number:	77786614	AGUABARNICE
Serial Number:	77533254	CLEARLY CLEAN
Serial Number:	77804560	CLEARLY CLEAN
Serial Number:	77732203	COLORSNAP
Serial Number:	77681139	DESIGN BASICS
Serial Number:	77519798	EARTH TONES
Serial Number:	77837257	EARTH TONES
Serial Number:	77675668	ECO-GRADE
Serial Number:	77675650	ECO-GRADE
Serial Number:	77787611	MAXIMUS
Serial Number:	77823799	NO RUNS, NO DRIPS, NO ERRORS!
Serial Number:	77787013	PAINT SHOP
Registration Number:	3632086	PROMAX
Serial Number:	77818400	RESTORATION CHALLENGE

OP \$390.00 77786614

Serial Number:

77798665

SHERSCRUB

CORRESPONDENCE DATA

Fax Number: (216)515-4400

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2165662432

Email: legal_ip@sherwin.com

Correspondent Name: Robert E. McDonald, Reg. No. 29,193

Address Line 1: 101 W. Prospect Avenue, Legal Dept.

Address Line 2: c/o The Sherwin-Williams Company

Address Line 4: Cleveland, OHIO 441151075

NAME OF SUBMITTER:

Gregory F. Lavelle

Signature:

/gfl/

Date:

11/04/2009

Total Attachments: 5

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

The Sherwin-Williams Company)
Conveying Party,)
)
and)
)
SWIMC, Inc.)
Receiving Party.)

Mail Stop Assignment Recordation Services
Director of the U.S. Patent and Trademark Office
PO Box 1450
Alexandria, VA 22313-1450

**REQUEST FOR RECORDATION OF ASSIGNMENT
AND APPOINTMENT OF ATTORNEYS OF RECORD**

Dear Sir:

Enclosed please find a copy of an assignment document designated "ASSIGNMENT AGREEMENT", dated November 1, 2009, in which the following pending U.S. trademark applications and U.S. trademark registration were assigned from The Sherwin-Williams Company to SWIMC, Inc.:

<u>MARK</u>	<u>REG. NO. (SER. NO.)</u>
AGUABARNICE	(77/786614)
CLEARLY CLEAN	(77/533254)
CLEARLY CLEAN (+DESIGN)	(77/804560)
COLORSNAP	(77/732203)
DESIGN BASICS	(77/681139)
EARTH TONES	(77/519798)
EARTH TONES	(77/837257)
ECO-GRADE	(77/675668)
ECO-GRADE (+DESIGN)	(77/675650)
MAXIMUS	(77/787611)
NO RUNS, NO DRIPS, NO ERRORS!	(77/823799)
PAINT SHOP	(77/787013)
PROMAX	3632086

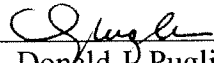
<u>MARK</u>	<u>REG. NO. (SER. NO.)</u>
RESTORATION CHALLENGE	(77/818400)
SHERSCRUB	(77/798665)

SWIMC, Inc., having an office and place of business at 850 Library Avenue, Newark, Delaware 19715, respectfully requests that the attached assignment be made of record for the above-identified pending U.S. trademark applications and U.S. trademark registration.

The undersigned, acting on behalf of SWIMC, Inc., hereby appoints ROBERT E. McDONALD, Reg. No. 29,193 and VIVIEN Y. TSANG, Reg. No. 40,209 and ARTHI K. TIREY, Reg. No. 50,960 and ERYN ACE FUHRER, Reg. No. 44,491 and DERON A. COOK, Reg. No. 52,767, whose address is The Sherwin-Williams Company, 101 W. Prospect Avenue, 1100 Midland Bldg. – Legal Dept., Cleveland, Ohio 44115-1075, and whose telephone number is (216) 566-2432, its attorney and associate attorneys, with full power of substitution and revocation to transact all business in the Patent and Trademark Office in connection therewith.

Respectfully submitted,

SWIMC, INC.

By  _____
 Donald J. Puglisi
 President


ASSIGNMENT AGREEMENT

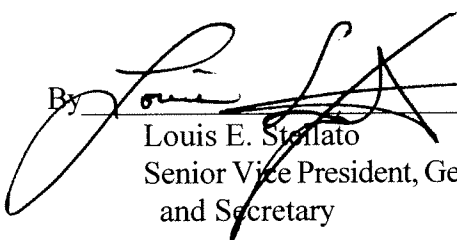
KNOW ALL MEN BY THESE PRESENTS, that The Sherwin-Williams Company, an Ohio corporation with its principal place of business at 101 W. Prospect Avenue, Cleveland, Ohio 44115-1075, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, does hereby assign, transfer and convey unto SWIMC, Inc., a Delaware corporation having an office and place of business at 850 Library Avenue, New Castle County, Newark, Delaware 19715, all of its ownership right, title and interest in and to the tradenames, trademarks and service marks and all goodwill associated therewith, together with all registrations thereof and pending applications therefor (collectively, the "Trademarks"), described in the attached Schedule A.

IN WITNESS WHEREOF, The Sherwin-Williams Company, through its authorized officers, has executed this instrument, effective as of this 1st day of November 2009, and affixed its corporate seal hereunto.

[SEAL]
Attest:

THE SHERWIN-WILLIAMS COMPANY

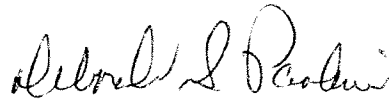
By 
Robert E. McDonald
Associate General Counsel

By 
Louis E. Stellato
Senior Vice President, General Counsel
and Secretary

STATE OF OHIO)
) SS.
COUNTY OF CUYAHOGA)

On the 4th day of November, 2009, before me, the subscriber, a Notary Public in and for the State and County aforesaid, personally appeared LOUIS E. STELLATO, who acknowledged himself to be the SENIOR VICE PRESIDENT, GENERAL COUNSEL AND SECRETARY of The Sherwin-Williams Company, an Ohio corporation, and that he, as such officer being authorized to do so, executed the foregoing ASSIGNMENT AGREEMENT for the purposes therein contained by signing the name of the corporation by himself as such officer.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.



NOTARY PUBLIC

DEBORAH G. PANKIW
Notary Public, State of Ohio, Cuy. Cty.
My Commission Expires June 14, 2010

Schedule A

U.S. PENDING TRADEMARKS

<u>Trademark</u>	<u>Ser. No.</u>	<u>Filing Date</u>
AGUABARNICE	77/786614	22-JUL-2009
CLEARLY CLEAN	77/533254	29-JUL-2008
CLEARLY CLEAN (+DESIGN)	77/804560	14-AUG-2009
COLORSNAP	77/732203	08-MAY-2009
DESIGN BASICS	77/681139	02-MAR-2009
EARTH TONES	77/519798	11-JUL-2008
EARTH TONES	77/837257	29-SEP-2009
ECO-GRADE	77/675668	23-FEB-2009
ECO-GRADE (+DESIGN)	77/675650	23-FEB-2009
MAXIMUS	77/787611	23-JUL-2009
NO RUNS, NO DRIPS, NO ERRORS!	77/823799	10-SEP-2009
PAINT SHOP	77/787013	22-JUL-2009
RESTORATION CHALLENGE	77/818400	09-SEP-2009
SHERSCRUB	77/798665	06-AUG-2009

U.S. TRADEMARK REGISTRATIONS

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
PROMAX	3632086	02-JUN-2009