

**TRADEMARK ASSIGNMENT**

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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Sherwin-Williams Company		11/01/2010	CORPORATION: OHIO

**RECEIVING PARTY DATA**

<b>Name:</b>	SWIMC, Inc.
<b>Street Address:</b>	PO Box 657
<b>City:</b>	Newark
<b>State/Country:</b>	DELAWARE
<b>Postal Code:</b>	19715-0657
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Serial Number:	85113219	ECO-GRADE
Serial Number:	85113223	ECO-GRADE
Serial Number:	85113224	ECO-GRADE
Serial Number:	85113231	ECO-GRADE
Registration Number:	3839305	GENMETAL
Serial Number:	85138516	MAXBOND
Serial Number:	77770258	PERFECT MATCH
Serial Number:	77708236	PRESERVES. PREVENTS. PROTECTS.
Serial Number:	77708238	PRESERVE. PREVENT. PROTECT.
Serial Number:	77708240	PRESERVES. PREVENTS. PROTECTS.
Serial Number:	77915716	RESTORE MY DECOR
Serial Number:	77915719	RESTORE MY DECOR
Serial Number:	85129076	SIMPLE INNOVATIONS

**CORRESPONDENCE DATA**

**900180914**

**TRADEMARK  
 REEL: 004449 FRAME: 0898**

**OP \$340.00 85113219**

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 44115-1075

ATTORNEY DOCKET NUMBER:	11012010 ASSIGNMENT
NAME OF SUBMITTER:	Gregory F. Lavelle
Signature:	/gfl/
Date:	01/10/2011

Total Attachments: 5  
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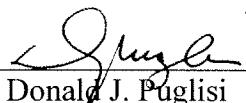


SWIMC, Inc., having an office and place of business at 850 Library Avenue, Suite 204, Newark, Delaware 19711, respectfully requests that the attached assignment be made of record for the above-identified pending U.S. trademark applications.

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 and whose email address is legal\_ip@sherwin.com, 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

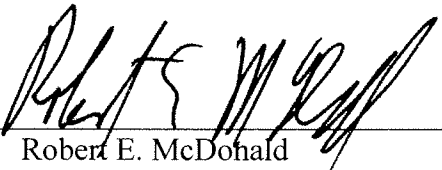
**ASSIGNMENT AGREEMENT**

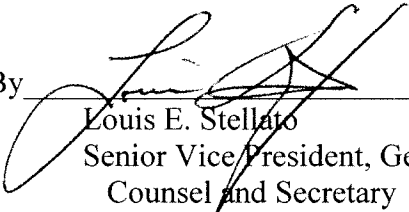
KNOW ALL MEN BY THESE PRESENTS, that The Sherwin-Williams Company, an Ohio corporation with its principal place of business at 101 W. Prospect Avenue, Cleveland, Ohio 44115-1075, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, does hereby assign, transfer and convey unto SWIMC, Inc., a Delaware corporation having an office and place of business at 850 Library Avenue, Suite 204, New Castle County, Newark, Delaware 19711, 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 2010, 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, 2010, 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  
Recorded in Cuyahoga County  
My commission expires June 27, 2015