

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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		02/01/2011	CORPORATION: OHIO

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Serial Number:	77846632	COLORCAST ECOTONER
Serial Number:	77837909	FAUX IMPRESSIONS
Serial Number:	77895596	IFEX
Serial Number:	77813210	SHADOW
Serial Number:	77829435	SKYSCAPES
Serial Number:	85151379	SKYSCAPES

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 44115-1075

OP \$165.00 77846632

ATTORNEY DOCKET NUMBER:	2/1/2011 TM ASSG
NAME OF SUBMITTER:	Gregory F. Lavelle, Vice President
Signature:	/gfl/
Date:	02/04/2011
Total Attachments: 5 source=02012011 sw to swimc assgnment and recordation letter#page1.tif source=02012011 sw to swimc assgnment and recordation letter#page2.tif source=02012011 sw to swimc assgnment and recordation letter#page3.tif source=02012011 sw to swimc assgnment and recordation letter#page4.tif source=02012011 sw to swimc assgnment and recordation letter#page5.tif	

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 February 1, 2011, in which the following pending U.S. trademark applications were assigned from The Sherwin-Williams Company to SWIMC, Inc.:

<u>MARK</u>	<u>SER. NO.</u>
COLORCAST ECOTONER	77/846632
FAUX IMPRESSIONS	77/837909
iFEX	77/895596
SHADOW	77/813210
SKYSCAPES	77/829435
SKYSCAPES (+DESIGN)	85/151379

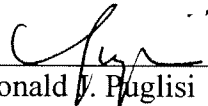
SWIMC, Inc., having an office and place of business at 850 Library Avenue, Suite 204, Newark, Delaware 19711, respectfully requests that the attached assignment be made of record for the above-identified pending U.S. trademark applications.

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 V. Puglisi
President

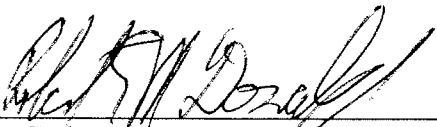
ASSIGNMENT AGREEMENT

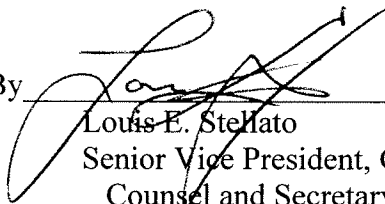
KNOW ALL MEN BY THESE PRESENTS, that The Sherwin-Williams Company, an Ohio corporation with its principal place of business at 101 W. Prospect Avenue, Cleveland, Ohio 44115-1075, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, does hereby assign, transfer 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 February 2011, 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 3rd day of February, 2011, 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

Schedule A

U.S. PENDING TRADEMARKS

<u>Trademark</u>	<u>Ser. No.</u>	<u>Filing Date</u>
COLORCAST ECOTONER	77/846632	12-OCT-2009
FAUX IMPRESSIONS	77/837909	30-SEP-2009
iFEX	77/895596	17-DEC-2009
SHADOW	77/813210	26-AUG-2009
SKYSCAPES	77/829435	18-SEP-2009
SKYSCAPES (+DESIGN)	85/151379	13-OCT-20106