PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT |
|-----------------------|----------------|
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|---------------------------------------|----------------|
| Checkpoint Systems International GmbH | 01/11/2005 |

RECEIVING PARTY DATA

| Name: | Checkpoint Systems, Inc. |
|-----------------|--------------------------|
| Street Address: | 101 Wolf Drive |
| City: | Thorofare |
| State/Country: | NEW JERSEY |
| Postal Code: | 08086 |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|----------------|---------|
| Patent Number: | 6823921 |

CORRESPONDENCE DATA

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NAME OF SUBMITTER: Gary A. Greene

Total Attachments: 2

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PATENT REEL: 015661 FRAME: 0541

ASSIGNMENT OF INVENTION

WHEREAS, CHECKPOINT SYSTEMS INTERNATIONAL GmbH, a corporation organized and existing under the laws of Germany and having a business address of Checkpoint Systems GmbH, Von-Humboldt-Strasse, Heppenheim, Hessen, Germany 64632 owns all right, title and interest in and to an invention in a DEVICE AND METHOD FOR APPLYING A SECURITY ELEMENT TO A LABEL and have filed a utility application on October 17, 2002 which issued on November 30, 2004 on Application Serial No. 10/273,102 as U.S. Patent No. 6,823,921.

WHEREAS, CHECKPOINT SYSTEMS, INC., a company organized and existing under the laws of the Commonwealth of Pennsylvania and having an office and place of business at 101 Wolf Drive, Thorofare, N.J. 08086 is desirous of acquiring the entire right, title and interest of CHECKPOINT SYSTEMS INTERNATIONAL GmbH in and to the invention and the entire right, title and interest that are acquired by CHECKPOINT SYSTEMS INTERNATIONAL GmbH in and to any improvements thereof (Acquired Improvements), in and throughout the United States, its territories and all countries foreign thereto, and in and to said application, any applications for United States Letters Patent based in whole or in part upon the utility application and in and to any and all Letters Patent of the United States and all countries foreign thereto which have been granted or may be granted on said invention or any part thereof, or on any Acquired Improvements;

NOW, THEREFORE, CHECKPOINT SYSTEMS INTERNATIONAL GmbH, agrees to assign and transfer and does hereby assign and transfer unto said CHECKPOINT SYSTEMS, INC., the entire right, title and interest of CHECKPOINT SYSTEMS INTERNATIONAL GmbH in and to the invention and the entire right, title and interest in and to any Acquired Improvements, in and throughout the United States, its territories and all countries foreign thereto, and in and to said application, any applications for United States Letters Patent based in whole or in part upon the utility application and in and to any and all Letters Patent of the United States and all countries

PATENT REEL: 015661 FRAME: 0542 foreign thereto which have been granted or may be granted on said invention or any part thereof, or on any Acquired Improvements, and in and to and similar protective rights granted on said foreign applications, and in and to the right to claim any applicable priority rights arising from or required for said foreign applications under the terms of any applicable conventions, treaties, statutes, or regulations, said foreign applications to be filed and issued in the name of CHECKPOINT SYSTEMS, INC., or its designee insofar as permitted by applicable law.

CHECKPOINT SYSTEMS INTERNATIONAL GmbH further agrees that all necessary records of CHECKPOINT SYSTEMS INTERNATIONAL GmbH to establish priority of invention in any interference or similar proceeding will be made available at no additional charge to CHECKPOINT SYSTEMS, INC. in the event such records are needed in connection with the assigned application for Letters Patent.

CHECKPOINT SYSTEMS INTERNATIONAL GmbH hereby requests the Commissioner of Patents and Trademarks to issue any and all Letters Patent of the United States resulting in whole or in part from said application, or from any division, continuation or reissue thereof, to CHECKPOINT SYSTEMS, INC., as the assignee, for its interests and for the sole use and benefit of CHECKPOINT SYSTEMS, INC. and its assignees, legal representatives or other designees.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed by its duly authorized officer and its seal to be affixed on this <u>M</u> day of _____, 2005

CHECKPOINT SYSTEMS INTERNATIONAL GmbH

RECORDED: 02/09/2005

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