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Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

RE

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Tab settings ⇌ ⇌ ⇌ ▼ ▼ ▼ ▼ ▼ ▼

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

At-A-Glance, Inc **9-4-01**

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State (New York)
- Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: The Mead Corporation

Internal

Address: Mead World Headquarters

Street Address: Courthouse Plaza Northeast

City: Dayton State: OH Zip: 45463

Individual(s) citizenship

Association

General Partnership

Limited Partnership

Corporation-State Ohio

Other

09-04-2001

U.S. Patent & TMO/TM Mail Rcpt Dt. #34

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other

Execution Date: 8/23/01

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,469,834

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: George R. McGuire

Internal Address: Hancock & Estabrook, LLP

Street Address: P.O. Box 4976

MONY Tower 1

City: Syracuse State: NY Zip: 13221

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41).....\$ 40.00

Enclosed

Authorized to be charged to deposit account
any deficiency in fees

8. Deposit account number:

500576

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

George R. McGuire

Name of Person Signing

[Signature]
Signature

8/30/01
Date

Total number of pages including cover sheet, attachments, and document:

9/12/2001 LNWELLER 00000110 2469834

FC:481

40.00

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002365 FRAME: 0519

[Handwritten mark]

ASSIGNMENT OF UNITED STATES REGISTERED TRADEMARK

WHEREAS, AT-A-GLANCE, INC., a corporation organized and existing under the laws of the State of New York, having a place of business at 101 O'Neil Road, Sidney, New York 13838-1099 (hereinafter "Assignor"), has adopted, used and is using, and is the owner of Trademark Registration No. 2,469,834, registered July 17, 2001 for HIDDEN HOLLOWS, and the goodwill of the business symbolized by the said trademark registration; and

WHEREAS, THE MEAD CORPORATION, a corporation organized and existing under the laws of the State of Ohio, having a principal place of business at Mead World Headquarters, Courthouse Plaza Northeast, Dayton, OH 45463 (hereinafter "Assignee") desires to acquire the said trademark registration;

NOW, THEREFORE, to all whom it may concern, be it known that for one dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee all right, title and interest in and to the said trademark registration, together with the goodwill of the business symbolized by the trademark registration.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed by its duly authorized representative this 23rd day of August, 2001.

ASSIGNOR:

AT-A-GLANCE, INC.

By: 
JOHN HAYEK, Senior Vice President of Marketing

STATE OF NEW YORK)

) ss:

COUNTY OF DELAWARE)

On this 23rd day of August in the year 2001 before me, the undersigned, a Notary Public in and for said State, personally appeared JOHN HAYEK, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Cynthia R Wier
Notary Public

CYNTHIA R. WIER
Notary Public, State of New York
No. 01WI6029180
Qualified in Chenango County
Commission Expires August 9, 2005