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REC TI 102052301

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

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

1. Name of conveying party(ies):  
The Mead Corporation

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

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

2. Name and address of receiving party(ies)  
Name: Display Industries, LLC.  
Internal Address:  
Address:  
Street Address: 2990 Olympic Ind. Dr.  
City: Marietta State: GA Zip: 30080

Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation-State  
 Other GA Limited Liability Company

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: December 31, 1998

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

A. Trademark Application No.(s)  
75/575,626

B. Trademark Registration No.(s)  
1,186,791

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: John L. James  
Internal Address:  
Street Address: P. O. Box 2025  
City: Marietta State: GA Zip: 30061

6. Total number of applications and registrations involved: 7

7. Total fee (37 CFR 3.41) \$190.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
(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.

John L. James  
Name of Person Signing

*John L. James*  
Signature

March 19, 2002  
Date

Total number of pages including cover sheet, attachments, and document: 4

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

04/10/2002 DBYRNE 00000266 75575626  
01 FC:481 40.00 OP  
02 FC:482 150.00 OP

TRADEMARK REEL: 002480 FRAME: 0572

Continuation of item 4

B. Trademark Registration No.(s)

1,226,672

1,281,604

1,666,759

2,028,805

2,041,903

# TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, THE MEAD CORPORATION, an Ohio corporation having its Mead Packaging Division with offices at 1040 W. Marietta Street, N.W., Atlanta, Georgia 30318 (hereinafter "Mead"), is the owner of all right, title and interest in and to certain registered trademarks and applications for registration related to Mead's point-of-purchase display business, which business is conducted by Mead through its Mead Merchandising business unit, and in and to all goodwill associated with such trademarks; and

WHEREAS, DISPLAY INDUSTRIES LLC, a Georgia limited liability company, (hereinafter "Assignee") has agreed to acquire from Mead, pursuant to a separate agreement executed by and between Mead and Assignee entitled "Asset Purchase Agreement" and executed on December 14, 1998, the assets and the continuing and ongoing business of Mead Merchandising; and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to such trademarks and associated goodwill;

NOW, THEREFORE, be it known that:

1. As used herein, the term "Trademarks" shall include the following:

<u>Trademark</u>	<u>Country</u>	<u>Status</u>	<u>Reg. Date/ Filing Date</u>	<u>Reg. Number/ Appl. Number</u>	<u>Class</u>
DYNA COOLER	U.S.	Pending	10/21/98	75/575626	20
FAST LANE	CTM(EEC)	Pending	04/01/96	096592	20
FAST LANE	U.K.	Registered	11/03/95	1552146	20
FAST LANE	Japan	Registered	02/24/97	3257240	20
FAST LANE	Japan	Registered	11/21/97	3361272	11
FAST LANE	Mexico	Registered	07/13/93	437377	20
HIDE-A-SHELF	U.S.	Registered	01/19/82	1186791	20
LICC	Japan	Registered	09/11/98	8-73100	11
MAX TRACKER	U.S.	Registered	03/04/97	2041903	20
NEK TRACKER	U.S.	Registered	01/07/97	2028805	20
ULTRATRACKER	U.S.	Pending	10/21/98	75/575625	20

Trademark	Country	Status	Reg. Date/ Filing Date	Reg. Number/ Appl. Number	Class
PLASTRAK	U.S.	Registered	02/08/83	1226672	20
SEGMENTOR	Mexico	Registered	09/07/90	382973	20
SPACE GAINER	U.S.	Registered	06/12/84	1281604	20
SPOTLIGHTER	Mexico	Registered	11/25/92	426336	20
SPOTLIGHTER	U.S.	Registered	12/03/91	1666759	20

2. In consideration of the sum of Ten United States Dollars (\$10.00) and other valuable consideration, receipt of which is hereby acknowledged, Mead hereby sells, assigns and transfers to Assignee Mead's entire right, title and interest in and to the Trademarks, including all rights to the registrations and applications for registrations identified in Paragraph 1 hereof, and all goodwill associated therewith.

IN WITNESS WHEREOF, Mead hereunto sets its hand and seal, this 31 day of December, 1998.

"MEAD"

THE MEAD CORPORATION

By: David L. Santez  
David L. Santez  
Assistant Secretary

State of Ohio )  
                          ) ss:  
County of Montgomery )

On this 31 day of December, 1998 before me, a Notary Public for the above County and State, personally appeared David L. Santez, known to me, and acknowledged that he is Assistant Secretary of The Mead Corporation, the assignor named above, and that he executed the foregoing Assignment on behalf of said assignor pursuant to authority duly received.

Margaret J. Smith  
Notary Public  
MARGARET J. SMITH, Notary Public  
In and for the State of Ohio  
My Commission Expires July 20, 2002