

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
McKECHNIE UK LIMITED		01/26/2004	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	BEROL CORPORATION		
Street Address:	29 E. STEPHENSON STREET		
City:	FREEPORT		
State/Country:	ILLINOIS		
Postal Code:	61032		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1817947	SPUR	
CORRESPONDENCE DATA			
Fax Number:	(815)381-8160		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	815-381-8183		
Email:	zee.darby@newellco.com		
Correspondent Name:	JOHN M. WILKE		
Address Line 1:	6833 STALTER DRIVE, SUITE 101		
Address Line 4:	ROCKFORD, ILLINOIS 61108		
ATTORNEY DOCKET NUMBER:	LE-685/G. BREMER		
NAME OF SUBMITTER:	Zakkiyya "Zee" Darby		
Total Attachments: 1 source=SPUR-Assignment-Doc#page1.tif			

CH \$40.00 1817947

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE REGISTRAR OF TRADEMARKS**

ASSIGNMENT

Whereas McKECHNIE UK LIMITED, registered number 3724692, whose registered office is situated at Leighswood Road, Aldridge, Walsall, West Midlands WS9 8DS (“Assignor”) is the owner of the mark set forth below which is duly registered in the U.S. Patent and Trademark Office, and

TRADEMARK

REGISTRATION NO.

SPUR

1,817,947

Whereas BEROL CORPORATION, a Delaware corporation, with a place of business at 29 E. Stephenson Street, Freeport, Illinois 61032, (“Assignee”) is desirous of acquiring said mark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest to the Trademarks, including the goodwill, together with all claims for damages by reason of the Trademarks and the right to sue for and collect the same for its own use and benefit.

Executed this 26th day of January, 2004.

McKECHNIE UK LIMITED
(Assignor)

By: D. Matschullat
Name: Dale L. Matschullat
Title: Corporate Secretary