

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
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| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| SANFORD, L.P. | | 03/17/2004 | LIMITED PARTNERSHIP: ILLINOIS |

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|----------------------|-------------------------|
| 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: 4 | | |
|---------------------------|----------|---------------------|
| Property Type | Number | Word Mark |
| Serial Number: | 78295973 | PAPER MATE IMAGE |
| Serial Number: | 78309959 | PAPER MATE ACCESS |
| Serial Number: | 78323535 | PAPER MATE TITANIUM |
| Serial Number: | 78348091 | PAPER MATE APEX |

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| 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 |

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|-------------------------|-------------------|
| ATTORNEY DOCKET NUMBER: | SA-69G/PAPER MATE |
|-------------------------|-------------------|

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| NAME OF SUBMITTER: | Zakkiyya "Zee" Darby |
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CH \$115.00 78295973

Total Attachments: 1
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT effective as of March 17, 2004, is by and between Sanford, L.P., an Illinois Limited Partnership having its principal place of business at 29 E. Stephenson Street, Freeport, Illinois 61032 ("Assignor"), and Berol Corporation, a Delaware corporation, having a place of business at 29 E. Stephenson Street, Freeport, Illinois 61032 ("Assignee");

WHEREAS, Assignor is the owner of all right, title and interest in and to United States Trademark Applications shown below:

| <u>Trademark:</u> | <u>Application No.</u> | <u>Filing Date:</u> |
|---------------------|------------------------|---------------------|
| PAPER MATE IMAGE | 78/295973 | 04-Sep-2003 |
| PAPER MATE ACCESS | 78/309959 | 06-Oct-2003 |
| PAPER MATE TITANIUM | 78/323535 | 05-Nov-2003 |
| PAPER MATE APEX | 78/348091 | 06-Jan-2004 |

filed under 15 U.S.C. §1051(b); and:

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Mark, and Assignor wishes to assign the same;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee: all right, title and interest in and to the Mark, together with the portion of the business of the Assignor to which the mark pertains, with all rights that arise from the Application; all rights to seek other registrations of the Mark in the United States Patent and Trademark Office or elsewhere; all renewals thereof; the right to sue for any and all past infringement which may have occurred al any time up to the date of this Assignment; all income, royalties, damages and payments now and hereafter due and/or payable with respect thereto, including, without limitation damages for all causes of action, past and future, for infringement of the Mark or other violations of the rights assigned hereunder.

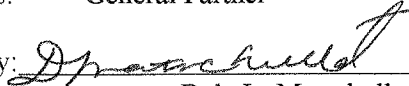
Assignor represents and warrants that: it is the owner of, and owns proper title to, the Mark and the Application; it has not made any other assignment or pledge of the Mark, any rights therein or the Application; and it has the right, power and authority to enter into this Assignment and convey the above-described rights by this instrument free of any encumbrances.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment.

SANFORD, L.P.

By: Newell Operating Company

Its: General Partner

By: 
Dale L. Matschullat
Its: Vice President

Dated: March 17, 2004