

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT effective as of March ____, 2004, is by and between Sanford, L.P., an Illinois Limited Partnership having a place of business at 2711 Washington Blvd., Bellwood, Illinois 60104 ("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 Application No. 78/227,646 (the "Application") covering the mark "PAPER MATE MYSTIX" (the "Mark"). The Application was filed on March 19, 2003, under 15 U.S.C. §1051(a); 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 any goodwill of the business symbolized by the Mark; the Application and 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 at 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: 

Its: Vice President - General Counsel

Dated: March 15, 2004