

ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATIONS AND APPLICATIONS

WHEREAS, THE MEAD CORPORATION (hereinafter "Mead"), an Ohio corporation with offices at Courthouse Plaza, N.E., Dayton, Ohio 45463, is the owner of all right, title and interest in and to certain trademarks, and to United States trademark registrations and applications pertaining thereto;

WHEREAS, MEADWESTVACO CORPORATION (hereinafter "MWV"), a Delaware corporation with offices at One High Ridge Park, Stamford, Connecticut 06905, pursuant to an agreement effective the 31st day of December, 2002, has acquired certain assets of Mead comprising various businesses in which Mead has previously been engaged (hereinafter the "Asset Assignment"), as a result of which MWV is Mead's successor to such businesses;

WHEREAS, as part of said Asset Assignment, MWV is desirous of acquiring the entire right, title and interest in and to said trademarks, trademark registrations and applications;

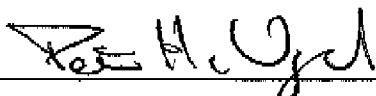
NOW, THEREFORE, be it known that:

1. As used herein, the term "Trademark Registrations and Applications" shall include the United States trademark registrations and applications for registration set forth in Appendix A attached hereto and made a part hereof.
2. In consideration of the sum of One United States Dollar (US\$ 1.00) and other valuable consideration, receipt of which is hereby acknowledged, Mead hereby sells, assigns and transfers to MWV, its successors and assigns, the entire right, title and interest in and to the Trademark Registrations and Applications, along with any and all goodwill associated with the Trademark Registrations and Applications. Mead further acknowledges and confirms that, with respect to any Trademark Applications filed on the basis of Mead's intention to use such trademarks, and as a result of the Asset Assignment, MWV is Mead's successor to the businesses to which such marks pertain.
3. Mead further agrees that, upon the request of MWV, it will sign all papers, make all rightful oaths, and perform all acts that MWV may reasonably believe to be necessary in connection with the assignment made herein and the Trademark Registrations and Applications.

OFFICE OF PUBLIC RECORDS
003 MAR 28 AM 9:17
RECEIVED

IN WITNESS WHEREOF, Mead hereunto sets its hand and seal effective as of the 31st day of December, 2002.

THE MEAD CORPORATION

By: 

Name: Peter H. Vogel

Title: Vice President Finance

APPENDIX A
to
Assignment of United States Trademark Registrations and Applications
from The Mead Corporation to MeadWestvaco Corporation

The term "Trademark Registrations and Applications" shall include the below listed United States trademark registrations and applications for registration, and any division, renewal, or refiling of any of them.

Note: The following list is a continuation of Cover Sheet Item No. 4.

Granted Registrations

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Class(es)</u>
24/7	2354773	06-Jun-00	16
ACCURACY	787567	30-Mar-65	37
ACCURACY AND DESIGN	1292847	04-Sep-84	16
ACTION	1326861	26-Mar-85	16
ACTION NOTE	1934780	14-Nov-95	16
ADD-A-PAGE	1854175	13-Sep-94	16
ADVANCED SUPER PRODUCTS AND DESIGN	1402118	22-Jul-86	16
AIRMAIL GRAPHIC DESIGN	1906494	18-Jul-95	16
ALL DAY EVERY DAY	2391400	03-Oct-00	16
ANTHEM	2566268	30-Apr-02	16
APEX	1550927	08-Aug-89	16
ARIA	2027848	31-Dec-96	16
AT A GLANCE	1797613	12-Oct-93	9
AT-A-GLANCE	2102293	30-Sep-97	41
AT-A-GLANCE	714411	25-Apr-61	16
AT-A-GLANCE AND BOX DESIGN	2192582	29-Sep-98	16
AT-A-GLANCE AND DESIGN	2147297	31-Mar-98	16
AT-A-GLANCE ORGANIZER AND DESIGN	1766701	20-Apr-93	16
ATTITUDE	2181575	11-Aug-98	18, 16
ATTITUDE	2459905	12-Jun-01	16
BE THERE, TIMES SQUARE	2350559	16-May-00	16
BI-WEEKLY MINDER	1146140	20-Jan-81	16
BIG CHIEF AND DESIGN I	438109	06-Apr-48	37
BIG CHIEF AND DESIGN II	438110	06-Apr-48	37

NOTE