

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
GPA ACQUISITION COMPANY, INC.		12/01/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	M&I MARSHALL & ILSLEY BANK
Street Address:	770 North Water Street
City:	Milwaukee
State/Country:	WISCONSIN
Postal Code:	53202
Entity Type:	WISCONSIN BANKING CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	75376736	AMERICA'S LABEL EXPERT
Serial Number:	75328078	GPA
Serial Number:	75371280	
Serial Number:	73085908	GUMMED PAPERS OF AMERICA
Serial Number:	76039534	ULTRA BAK PLUS
Serial Number:	76499009	ULTRA DIGITAL
Serial Number:	75354555	ULTRA FILM
Serial Number:	75327579	ULTRA-BAK
Serial Number:	75327685	ULTRA-TAC

CORRESPONDENCE DATA

Fax Number: (414)278-3763
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 414 225-7563
 Email: pbergin@dkattorneys.com

CH \$240.00 75376736

Correspondent Name: Patrick M. Bergin
Address Line 1: 111 East Kilbourn Avenue
Address Line 2: Suite 1400
Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:	Patrick M. Bergin
Signature:	/Patrick M. Bergin/
Date:	06/15/2005

Total Attachments: 2
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**NOTICE OF GRANT OF SECURITY INTEREST
IN INTELLECTUAL PROPERTY**

United States Patent and Trademark Office, United States Copyright Office
or Foreign Filing Office

Please be advised that pursuant to a Grant of Security Interest in Intellectual Property dated as of December 1, 2004 (the "Security Agreement"), by GPA Acquisition Company, Inc. (the "Borrower") and M & I Marshall & Ilsley Bank (the "Lender"), the Borrower has granted to the Lender a continuing security interest in and continuing lien upon the trademark, trade name and service mark registrations and/or applications listed on **Schedule A** attached hereto and the copyright registrations and/or applications listed on **Schedule B** attached hereto.

The Lender hereby acknowledges that the security interest in the foregoing identified intellectual property: (i) may only be terminated in accordance with the terms of the Security Agreement; and (ii) is not to be construed as a present assignment of any such intellectual property.

Very truly yours,

BORROWER:

GPA Acquisition Company, Inc.

By: Michael W. Ratcliff

Name: MICHAEL W. RATCLIFF

Title: PRESIDENT

SCHEDULE A

Trademarks, Trade Names and Service Marks

Trademarks:

Trademark Name	Registration Number	Application #/ Filing Date	Registration Date	Renewal Date
America's Label Expert	2,295,005	75/376736 21-Oct-1997	30-Nov-1999	30-Nov-2009
GPA	2190767	75/328078 21-Jul-1997	22-Sep-1998	22-Sep-2008
GPA Logo	2,260,470	75/371280 10-Oct-1997	13-Jul-1999	13-Jul-2009
Gummed Papers of America	1071648	73/085908 03-May-1976	16-Aug-1977	16-Aug-2007
Ultra Bak Plus	2543544	76/039534 03-May-2000	26-Feb-2002	26-Feb-2012
Ultra Digital	N/A	76/499009 20-Mar-2003	N/A	N/A
Ultra Digital	N/A	76/499007 20-Mar-2003	N/A	N/A
Ultra Film	2198291	75/354555 10-Sep-1997	20-Oct-1998	20-Oct-2008
Ultra-Bak	2208469	75/327579 21-Jul-1997	08-Dec-1998	08-Dec-2008
Ultra-Tac	2178490	75/327685 21-Jul-1997	04-Aug-1998	04-Aug-2008

Trade Names:

GPA
 GPOA
 Gummed Paper of America
 America's Label Experts
 Label Experts

Service Marks:

None