

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Target Brands, Inc.		12/13/2005	CORPORATION: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ACCO Brands Corporation		
<b>Street Address:</b>	300 Tower Parkway		
<b>City:</b>	Lincolnshire		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60069		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2604760	OPTIMA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)227-0656		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	4142716560		
<b>Email:</b>	mkeipdocket@michaelbest.com		
<b>Correspondent Name:</b>	Ariana G. Voigt		
<b>Address Line 1:</b>	100 E. Wisconsin Avenue		
<b>Address Line 2:</b>	Suite 3300		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202-4108		
<b>ATTORNEY DOCKET NUMBER:</b>	010398-9272 US 00		
<b>NAME OF SUBMITTER:</b>	Stephen Lee		
<b>Signature:</b>	/stephen lee/		
<b>Date:</b>	12/21/2005		

CH \$40.00 2604760

Total Attachments: 1  
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**ASSIGNMENT OF REGISTRATION OF A MARK**

WHEREAS, Target Brands, Inc., a Minnesota corporation having an address of 1000 Nicollet Mall, TPS-3165, Minneapolis, Minnesota 55403 (hereinafter "Assignor") has adopted, is using, and is the owner of the following registration in the United States Patent and Trademark Office (the "Mark"):

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
OPTIMA	2,604,760	August 6, 2002

; and

WHEREAS, ACCO Brands Corporation, a Delaware corporation of 300 Tower Parkway, Lincolnshire, Illinois 60069 (hereinafter "Assignee") is desirous of acquiring said Mark and the above registration thereof, and Assignor is desirous of assigning the Mark and registration.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the Mark, the above-identified registration of said Mark, and the rights to past infringement and to collect proceeds for such infringements of the Mark.

**TARGET BRANDS, INC.**  
("Assignor")

By: [Signature]

Name: STEPHAN LEE

Title: SECRETARY

State of Minnesota )  
County of Hennepin ) ss

Signed and sworn to before me this 13<sup>th</sup> day of December, 2005.

[Signature]  
Notary Public  
My Commission Expires: 1/31/2010

