

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	05/29/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Berol Trademarks Inc.		05/29/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Berol Corporation
Street Address:	10B Glenlake Parkway, Suite 600
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30328
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	0852767	BEROL
Registration Number:	1455242	BEROL CONTEMPRA

CORRESPONDENCE DATA

Fax Number: (630)481-1699
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 630-481-1667
 Email: lisa.winger@newellco.com
 Correspondent Name: Lisa Winger
 Address Line 1: 2707 Butterfield Rd.
 Address Line 4: Oak Brook, ILLINOIS 60523

ATTORNEY DOCKET NUMBER:	LW/TMK/PM/BEROL ASSIGN
NAME OF SUBMITTER:	Lisa Winger
Signature:	/lw/

CH \$65.00 0852767

Date:

05/29/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, **BEROL TRADEMARKS, INC.**, a Delaware corporation, having a business address at 10B Glenlake Parkway, Ste. 600, Atlanta, Georgia 30328, is the owner of all right, title and interest in and to the trade names and trademarks and the registrations listed in Appendix A attached hereto, and in each case is desirous of transferring same; and

WHEREAS, **BEROL CORPORATION**, a Delaware corporation, having a business address at 10B Glenlake Parkway, Suite 600, Atlanta, Georgia 30328, is desirous of acquiring said trade names, trademarks and the registrations listed in Appendix A;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, **BEROL TRADEMARKS, INC.** does hereby assign and transfer and set over to **BEROL CORPORATION**, its successors, legal representatives and assigns, all right, title and interest in and to said trade names and trademarks and to the registrations listed in Appendix A attached hereto, together with the goodwill of the business associated therewith, and the right to sue for past infringements thereof and retain all proceeds of any such action.

Dated: May 29, 2007

Berol Trademarks, Inc.

By: 
Name: Lisa Winger
Title: Assistant Secretary

APPENDIX A

Trademark	Registration Number	Registration Date
BEROL	852767	07/16/1968
BEROL CONTEMPRA	1455242	09/01/1987