# Electronic Version v1.1 Stylesheet Version v1.1

 SUBMISSION TYPE:
 NEW ASSIGNMENT

 NATURE OF CONVEYANCE:
 ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

## **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Solo Cup Operating Corporation		10/15/2007	CORPORATION: DELAWARE

## **RECEIVING PARTY DATA**

Name:	KHOF Acquisitions, Inc.							
Street Address:	700 Old Deerfield Road				ess: 1700 Old Deerfield Road			
City:	Highland Park							
State/Country:	ILLINOIS							
Postal Code:	60035							
Entity Type:	CORPORATION: DELAWARE							

PROPERTY NUMBERS Total: 45

Property Type	Number	Word Mark
Registration Number:	1648876	TOUCH OF COLOR
Registration Number:	2864451	WINDSOR
Registration Number:	2795898	WRAP'N ROLL
Registration Number:	3308909	CATERWRAP
Serial Number:	78853124	CREATE-A-SCENE
Serial Number:	77060426	EARTH WISE
Registration Number:	3280287	HOFFMASTER
Registration Number:	2106890	Н
Registration Number:	2758433	
Registration Number:	2896744	Н
Registration Number:	1530906	AMERICAN
Registration Number:	0783224	AMERICAN
Registration Number:	0781586	AMERICAN
Registration Number:	1503830	CATER CLOTH II
		TRADEMARK

TRADEMARK " REEL: 003669 FRAME: 0001

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Registration Number:	2404409	CELLUTEX
Registration Number:	1962108	COLOR ME
Registration Number:	3021470	CRAFTMASTER
Registration Number:	0515474	CRAFTMASTER
Registration Number:	2796816	CREATIVE EXPRESSIONS
Registration Number:	2623757	DOLLAR-WISE
Registration Number:	2967394	GALA
Registration Number:	0834744	GALA
Registration Number:	0782096	HOFFMASTER
Registration Number:	1462761	HOFFMASTER
Registration Number:	3029966	HOFFMASTER
Registration Number:	2595688	IRISH LINEN
Registration Number:	2722406	JUST FOR KIDS!
Registration Number:	2181124	LINEN LIKE
Registration Number:	0535180	LINEN-LIKE
Registration Number:	2439005	LINEN-LIKE SUPREME
Registration Number:	0879095	MEDALLION
Registration Number:	1634124	PAPER ART
Registration Number:	1634813	PAPER ART
Registration Number:	1596350	PARTY CREATIONS
Registration Number:	2899047	PARTY PAK
Registration Number:	2278570	PARTY PAK
Registration Number:	1313488	PERMA-WIPES
Registration Number:	1705845	QUICKSET
Registration Number:	1624798	SENSATIONS
Registration Number:	2163419	SENSATIONS
Registration Number:	1433808	SOFTEES
Registration Number:	1622100	SPLASH!
Registration Number:	1516379	SPRINGPRINT MEDALLION
Registration Number:	1499542	SPRINGPRINT MEDALLION
Registration Number:	1648150	TOUCH OF COLOR

## CORRESPONDENCE DATA

Fax Number: (414)273-5198

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 414-273-3500 Email: astewart@gklaw.com Alan R. Stewart; Godfrey & Kahn, S.C. Correspondent Name: Address Line 1: 780 N. Water Street Address Line 4: Milwaukee, WISCONSIN 53202 ATTORNEY DOCKET NUMBER: 072423-2000 NAME OF SUBMITTER: Alan R. Stewart Signature: /Alan R. Stewart/ 11/29/2007 Date: **Total Attachments: 7** source=solo#page1.tif source=solo#page2.tif source=solo#page3.tif

source=solo#page4.tif source=solo#page5.tif source=solo#page6.tif source=solo#page7.tif

#### TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT dated as of October <u>15</u>, 2007, made by Solo Cup Operating Corporation, a Delaware corporation ("<u>Assignor</u>"), in favor of KHOF Acquisitions, Inc., a Delaware corporation ("<u>Assignee</u>").

WHEREAS, Assignor is the owner of the trademark registrations and applications listed on Schedule 1 attached hereto for the goods and/or services identified therein (the "Marks");

WHEREAS, Assignee desires to acquire the Marks and any and all goodwill associated with the Marks; and

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of September 7, 2007 (the "APA"), by and among Assignor, certain affiliates of Assignor, and Assignee, Assignor agreed to assign all right, title and interest in and to the Marks and any and all goodwill associated with the Marks to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, transfers, assigns, and otherwise conveys to Assignee, all of Assignor's right, title, and interest in and to each of the Marks, along with the following:

- 1. the goodwill of the business symbolized by and associated with the Marks;
- 2. that portion of Assignor's business in connection with which it has a bona fide intent to use those Marks that were filed on an intent-to-use basis and for which an Amendment to Allege Use or a Statement of Use has not yet been filed and accepted by the relevant Trademark Office or other governing authority; and
- 3. all rights to proceeds of the foregoing, including, without limitation, any claim by Assignor against third parties for past, present, or future infringement of the Marks.

To the extent that there is any conflict between this Trademark Assignment and the APA, the APA shall control.

Assignor has caused this Trademark Assignment to be duly executed and authorized as of the date hereof.

Solo Cup Operating Corporation

ame: Yayryt Diluyuy I

Title: Chief Financial Officer

# SCHEDULE 1

# $\underline{MARKS}$

## A. Registered Trademarks

<u>Mark</u>	Country	Class	Application No.	Registration No.	Goods and Services
"H Logo" and Design	U.S.	16		Reg. No. 2, 106,890	Paper products, namely napkins, table covers, placemats, doilies, plates and cups in Class 16.
"Streamer Logo" (CEG)	U.S.	35	Appl No. 76/429,723	Reg. No. 2,758,433 Issued: 09/02/03	Catalog, wholesale, retail and distribution services for disposable tableware, party goods and decorations (IC 35).
"H Logo"	U.S.	8, 24		Reg. No. 2,896,744 Issued: 10/26/04	Plastic Cutlery (IC 8) and plastic tablecovers (IC 24)
AMERICAN	CANADA	16, 21	Appl No. 1,254,479 Issued: 04/18/05		Paper goods, namely doilies, fluted bakery products, placemats, plates, cups, napkins, and tablecovers (16) and plastic cups and plates (21).
AMERICAN	MEXICO	16		Reg. No. 891440 Issued: 07/25/2005	Paper products, including doilies, fluted products, placemats, dinner and beverage napkins, table covers, cups and plates (IC 16).
AMERICAN	PUERTO RICO	16,21			
AMERICAN	U.S.	21		Reg. No. 1,530,906 Issued: 03/21/89	Plastic cups and plates (IC 21)
AMERICAN	U.S.	16,26,2 7		Reg. No. 783,224 Issued: 01/12/65	Bath Mats, bibs, car mats, doilies, placemants, napkins
AMERICAN	U.S.	6,16,20		Reg. No. 781,586 Issued: 12/15/64	Baking and Fluted Cups, cold drink cups, portion cups-paper.
AMERICAN HOFFMASTER	CHILE	16		Chile Reg. No. 637,452 Issued: 07/26/02	Paper products, including placemats, dinner and beverage napkins, table covers, cups and plates (IC 16).
CATER CLOTH II	U.S.	16		Reg. No. 1,503,830 Issued: 09/13/88	Paper napkins (IC 16).
CELLUTEX	U.S.	16		Reg. No. 2,404,409 Issued: 11/14/00	Paper table covers (IC 16)
COLOR ME	U.S.	16		Reg. No. 1,962,108 Issued: 03/12/96	Paper placemats (IC 16).

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CRAFTMASTER	U.S.	16		Reg. No. 3,021,470 Issued 11/29/05	Paper table covers and paper napkins (IC 16).
CRAFTMASTER (Stylized)	U.S.			Reg. No. 515,474 Issued: 09/20/49	Paper napkins (IC 16).
CREATIVE EXPRESSIONS	CANADA			Reg No. 655,330 Issued: 12/16/05	(IC 35) Catalog Services
CREATIVE EXPRESSIONS	CHILE			Reg. No. 701.254 Issued: 08/20/04	(IC 16) Paper Goods
CREATIVE EXPRESSIONS	CHILE			Reg. No. 701.255 Issued 08/20/04	(IC 21) Housewares
CREATIVE EXPRESSIONS	U.S.			Reg. No. 2,796,816 Issued: 12/23/03	Catalog services for disposable tableware, party goods and decorations (IC 35).
DOLLAR-WISE	U.S.			Reg. No. 2,623,757 Issued: 09/04/02	Paper placemats, napkins, and table covers (IC 16).
DOLLAR-WISE	U.S.			Reg. No. 2,112,472 Issued: 11/11/97	Placemats made of paper (IC 16).
GALA	U.S.	16		Reg. No. 2,967,394 Issued: 07/12/05	Paper Products, namely napkins
GALA	U.S.			Reg. No. 834,744	Paper products, namely, toilet tissues, towels, napkins and facial tissue (IC 16).
HOFFMASTER	CANADA	16,21	Appl No. 1254478 Issued: 4/18/05	Reg. No. 668,887 Issued: 07/28/06	Paper products, including placemats, dinner and beverage napkins, table covers, cups and plates. Paper plates and cups.
HOFFMASTER	CHILE	16		Reg. No. 624,730 Issued: 03/15/02	Paper napkins, table covers and placemats.
HOFFMASTER	EUROPEAN COMMUNITY	16,21		1000001100170102	
HOFFMASTER	MEXICO	16		Reg. No. 891438 Issued: 07/25/05	Paper napkins, table covers , placemats, coaster, and napkin bands.
HOFFMASTER	MEXICO	21		Reg No. 891439 Issued: 07/25/05	Paper Plates and Paper Cups
HOFFMASTER	U.S.	16		Reg. No. 782,096 Issued: 12/22/64	Paper table covers (IC 16)
HOFFMASTER	U.S.	16		Reg. No. 1,462,761 Issued: 10/27/87	Paper napkins, tray covers, coasters and place mats (IC 16).
HOFFMASTER	U.S.	21		Reg. No. 3,029,966 Issued 12/13/05	Paper plates
				100000 1227 10700	

IRISH LINEN	U.S.	16		Reg. No. 2,595,688 Issued: 07/16/02	Paper products, namely, napkins, towels, table covers, placemats (IC 16).
JUST FOR KIDS! And Design	U.S.	16		Reg. No. 2,722,406 Issued: 06/03/03	Paper placemats, crayons, stickers and temporary tattoos (IC 16).
LINEN-LIKE	CANADA	16	App No. 1254477 Issued: 4/18/05	Reg. No. 668,886 Registered 07/28/06	Paper products, including placemats, dinner and beverage napkins, table covers, cups and plates (IC 16).
LINEN-LIKE	CHILE	16		Chile Reg. No. 649,742 Issued: 11/22/02	Paper napkins, table covers and placemats (IC 16)
LINEN-LIKE	MEXICO	16	Appl No. 720420	Reg. No. 891437 Issued: 05/31/05	Paper products, namely paper napkins, table covers and placemats
LINEN-LIKE	U.S.	16		Reg. No. 2,181,124 Issued: 08/11/98	Paper products, namely, paper table covers and place mats (IC 16).
LINEN-LIKE (Stylized)	U.S.	16		Reg. No. 535,180 Issued: 12/26/50	Paper napkins (IC 16).
LINEN-LIKE SUPREME and Design	U.S.	16		Reg. No. 2,439,005 Issued: 03/27/01	Paper table covers, paper table runners, paper napkins, paper place mats, and paper table covers (IC 16)
MEDALLION	U.S.	16, 27		Reg. No. 879,095 Issued: 10/21/69	Paper napkins and placemats (IC 16)
MENUFOLD	U.S.	16		Reg. No. 1,463,475 Issued: 11/03/87	Paper napkins (IC 16).
PAPER ART	U.S.	21		Reg. No. 1,634,124 Issued: 02/05/91	Paper cups and paper plates (IC 21).
PAPER ART	U.S.	16		Reg. No. 1,634,813 Issued: 02/12/91	Paper napkins, paper table cloths, paper guest towels, paper coasters and paper placemats (IC 16).
PAPER ART (Stylized)	U.S.	4,6,8,16 ,20,21,2 4, 28		Reg. No. 2,114,460 Issued: 11/18/97	Candles (IC 4); Metallic banners, confetti, SCOCred and wire garlands (IC 6); Plastic cutlery (IC 8); Paper towels, napkins, tablecloths, coasters, placemats, invitations, party hats, gift wrap, bags, banners, confetti, doilies, name tags, place cards, st

PARTY CREATIONS	U.S.	21	Reg. No. 1,596,350 Issued: 05/15/90	Paper goods, namely, paper napkins and paper table covers, paper hats, crepe paper and invitation and thank you cards (IC 16); Plastic banners (IC 20); Paper beverage cups and paper plates (IC 21); Toy paper horn, toy blowout and balloons (IC 28)
PARTY PAK	U.S.	16	Reg. No. 2,899,047 Issued: 11/02/04	Paper napkins, paper table covers, paper party decorations (IC 16); Paper plates and paper cups (IC 21)
PARTY PAK (Stylized)	U.S.	21	Reg. No. 2,278,570 Issued: 09/14/99 (Supplemental Reg.)	Paper napkins, table covers, plates, and cups (IC 21).
PERMA-WIPES	U.S.	21	Reg. No. 1,313,488 Issued: 01/08/85	Cleaning cloths (IC 21).
QUICKSET	U.S.	16	Reg. No. 1,705,845 Issued: 08/04/92	Paper napkins (IC 16).
SENSATIONS	U.S.	16	Reg. No. 1,624,798 Issued: 11/27/90	Paper goods, namely, paper napkins, table covers of paper joined to plastic film, and paper place mats (IC 16).
SENSATIONS	U.S.	8	Reg. No. 2,163,419 Issued: 06/09/98	Plastic tableware, namely, forks, spoons and knives (IC 8), Paper doilies (IC 16), Plastic cups, plastic plates, paper plates, toothpicks, barbecue skewers, and plastic cocktail picks (IC 21).
SOFTEES	U.S.	16	Reg. No. 1,433,808 Issued: 03/24/87	Paper napkins and paper table covers (IC 16).
SPLASH	U.S.	8, 16, 21, 24	Reg. No. 1,622,100 Issued: 11/13/90	Plastic cutlery, namely, knives, forks and spoons; Paper goods, namely, paper napkins, Plastic coated paper plates; Plastic table covers (IC 8; 16; 21; 24
SPRINGPRINT MEDALLION	U.S.	16	Reg. No. 1,516,379 Issued 12/13/88	Paper napkins and placemats (IC 16).
SPRINGPRINT MEDALLION and Design	U.S.	16	Reg. No. 1,499,542 Issued: 08/09/88	Paper napkins and placemats (IC 16).
TOUCH OF COLOR	U.S.	16	Reg. No. 1,648,150 Issued: 06/18/91	Paper guest towels and paper tablecovers (IC 16).

TOUCH OF COLOR	U.S.	21	Reg. No 1,648,876 Issued: 06/25/91	Paper cups and paper plates (IC 21).
WINDSOR	U.S.	16, 21	Reg No 2,864,451 Issued: 7/20/04	Table covers (IC 16); Paper Plates (IC 21)
WRAP 'N ROLL and Design	U.S.	16	Reg. No 2,795,898	Paper napkin bands

## **B.** Trademarks with Applications Pending

<u>Mark</u>	Country	Class	Application No.	Registration No.	Goods and <u>Services</u>
CATERWRAP	U.S.	20	Appl. No. 78/721,371 Filed		Tableware kits consisting of paper napkins and cutlery
CREATE-A-SCENE	U.S.		9-27-2005		
CREATE-A-SCENE	CANADA	16	Canadian Appl. No. 1,313,586		
CREATE-A-SCENE	UNITED KINGDOM	16	Appli No. 2434548 filed 04/10/06		Plastics materials for packaging; decorative plastic panels; sheets, banners and rolls
CREATIVE EXPRESSIONS	AUSTRALIA	16	Australia Appl. No. 1105565 Filed: (tbd)		Paper napkins, tablecloths, guest towels, coasters, cake decorations, cups and plates
CREATIVE EXPRESSIONS	CHILE		Chile Appl. No. 638801 Filed: 03/01/04		(IC 35) Business services
CREATIVE EXPRESSIONS	ITALY		Italy Appl. No. (tbd) Filed: (tbd)		Paper napkins, tablecloths, guest towels, coasters, cake decorations, cups and plates
CREATIVE EXPRESSIONS	UNITED KINGDOM		UK Appl. No. (tbd) Filed (tbd)		Paper napkins, tablecloths, guest towels, coasters, cake decorations, cups and plates
EARTHWISE	U.S.	16	Appl. No. 77/060426		Disposable Napkins
GALA	U.S.	21, 16	Appl. No. 76/608,250 Filed 8-23-2004		Paper Products, namely table covers, plates, and cups.
HOFFMASTER	Puerto Rico	16	Appl No. 66725		Paper napkins, table covers, placemats, coaster, and napkin bands.
HOFFMASTER	Puerto Rico	21	Appl No. 66726		Paper Plates and Paper Cups
HOFFMASTER	U.S.	21	Appl. No. 76/551,933 Filed 10/14/03		Paper cups

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HOFFMASTER

Community Trade Mark Office 16,21 Appl 4930384 No.

Paper napkins and serviettes; paper tablecloths and placemats, coasters and napkin bands. Paper tableware, paper plates and paper cups

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RECORDED: 11/29/2007