

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Solo Cup Operating Corporation		06/26/2009	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hoffmaster Group, Inc.		
<b>Street Address:</b>	2920 N. Main Street		
<b>City:</b>	Oshkosh		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	54903		
<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:	1120986	TOUCH OF COLOR	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(414)273-5198		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-273-3500		
Email:	astewart@gklaw.com		
Correspondent Name:	Alan R. Stewart; Godfrey & Kahn, S.C.		
Address Line 1:	780 N. Water Street		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	072423		
NAME OF SUBMITTER:	Alan R. Stewart		
Signature:	/Alan R. Stewart/		
Date:	08/03/2009		

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Total Attachments: 1  
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## TRADEMARK ASSIGNMENT

WHEREAS, Solo Cup Operating Corporation, a corporation of the State of Illinois, (Assignor") is the owner of the entire right, title and interest in and to US Trademark Registration Number 1120896, entitled TOUCH OF COLOR, for paper napkins in class 16 (hereinafter the "Trademark") and the goodwill of the business symbolized thereby; and

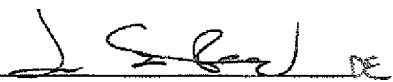
WHEREAS, Hoffmaster Group, Inc., a Delaware corporation, having a place of business at 2920 N. Main Street, Oshkosh, Wisconsin 54903 ("Assignee"), desires to acquire Assignor's entire right, title and interest in and to the Trademark worldwide, and the goodwill of the business symbolized thereby;

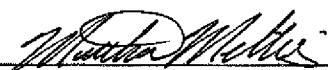
NOW THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment of ASSIGNEE to ASSIGNOR of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the full and exclusive right, title and interest to said TRADEMARK, including the goodwill associated therewith.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

SOLO CUP OPERATING CORPORATION

HOFFMASTER GROUP, INC.

By:   
Name: Jan Stern Reed  
Title: VP-HR, General Counsel & Secretary  
Date: JUNE 26, 2009

By:   
Name: MATHEW MILNES  
Title: VP OF MARKETING  
Date: JUNE 26, 2009

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