

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 |

**CONVEYING PARTY DATA**

| Name          | Formerly | Execution Date | Entity Type                   |
|---------------|----------|----------------|-------------------------------|
| Sanford, L.P. |          | 11/09/2011     | LIMITED PARTNERSHIP: ILLINOIS |

**RECEIVING PARTY DATA**

|                        |                                     |
|------------------------|-------------------------------------|
| <b>Name:</b>           | Newell Rubbermaid Europe LLC        |
| <b>Street Address:</b> | 3 Glenlake Parkway                  |
| <b>City:</b>           | Atlanta                             |
| <b>State/Country:</b>  | GEORGIA                             |
| <b>Postal Code:</b>    | 30328                               |
| <b>Entity Type:</b>    | LIMITED LIABILITY COMPANY: DELAWARE |

**PROPERTY NUMBERS Total: 8**

| Property Type        | Number  | Word Mark     |
|----------------------|---------|---------------|
| Registration Number: | 3313137 | COOL CLICKS   |
| Registration Number: | 3022186 | DATEMARK      |
| Registration Number: | 2767830 | LABEL BLASTER |
| Registration Number: | 2211838 | LABEL BUDDY   |
| Registration Number: | 2873758 | LABELMANAGER  |
| Registration Number: | 2945541 | LABELPOINT    |
| Registration Number: | 2534475 | LETRATAG      |
| Registration Number: | 3416497 | MARINEPRO     |

**CORRESPONDENCE DATA**

Fax Number: (630)481-1699  
 Phone: 630.481.1667  
 Email: Lisa.Winger@newellco.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

CH \$215.00 3313137

Correspondent Name: Lisa Winger  
Address Line 1: 2707 Butterfield Road, Suite 100  
Address Line 4: Oak Brook, ILLINOIS 60523

ATTORNEY DOCKET NUMBER: 1540290982/ 511610

NAME OF SUBMITTER: Lisa Winger

Signature: /LW/

Date: 03/07/2012

**Total Attachments: 6**

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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“Assignment”) is made and entered into on November 9, 2011 by and between Sanford, L.P., a limited partnership organized under the laws of Illinois with company registration no. S011967 (“Assignor”), and Newell Rubbermaid Europe LLC, a limited liability company organized under the laws of Delaware (“Assignee”) with company registration no. 4464843.

### RECITALS

WHEREAS, Assignor owns certain trademark applications and/or registrations set forth in Exhibit A, attached hereto and made a part hereof (the “Trademarks”);

WHEREAS, as part of the restructuring of the Newell Rubbermaid group of companies, Assignor desires to assign the Trademarks to Assignee and;

WHEREAS, Assignee desires to acquire and accept from Assignor all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and with the intention of being legally bound hereby, Assignor does hereby sell, assign, transfer and set over unto Assignee all of Assignor’s right, title and interest in and the Trademarks together with the goodwill of the business symbolized by such Trademarks, including without limitation (1) Assignor’s right, title and interest in and to any pending applications for registration, if any, for the Trademarks; (2) all income, royalties, damages and payments now or hereafter due, and/or payable, under and with respect thereto, including without limitation damages and payments for past or future infringements thereof; (3) the right to sue for past, present and future infringements thereof; and (4) all rights corresponding thereto throughout the world; as fully and entirely as the same would have been held and enjoyed by such Assignor had this Assignment not been made. Assignee hereby accepts the Assignment. Assignor states its consent that the Assignee may be recorded with the respective authorities and offices as successor in title.


Assignor further agrees that, when requested, Assignor will, without demanding any further consideration therefor, do all lawful and just acts, including the execution and acknowledgement of instruments, that may be or become necessary for maintaining and perfecting Assignee’s right to the Trademarks and to render all necessary assistance in making application for and obtaining registration of the Trademarks with the trademark offices in all countries and in enforcing any rights or choses in action as a result of such applications or the Trademarks by giving testimony in any proceedings or transactions involving such applications or the Trademarks, and by executing preliminary statements or other affidavits, it being understood that this Assignment and the foregoing agreements and covenants shall bind, and shall inure to the benefit of, the respective assigns, successors, and legal representatives of Assignor and Assignee.

This Assignment may be executed in one or more counterparts, and each executed counterpart shall be considered an original of this Assignment. Furthermore, delivery of a copy of a counterpart signature by facsimile transmission or an electronic exchange methodology shall constitute a valid and binding execution and delivery of this Assignment, and such electronic copy shall constitute an enforceable original document.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed effective as of the date first above written.

ASSIGNOR:

SANFORD, L.P. by NEWELL OPERATING COMPANY its General Partner

By:   
Name: Christopher Schneider  
Title: Assistant Secretary

ASSIGNEE:

NEWELL RUBBERMAID EUROPE LLC

By:   
Name: Lisa Winger  
Title: Assistant Secretary

In the State of Illinois, County of DuPage

On this 9th Day of November, 2011, before me, Lisa Schaitberger, the undersigned Notary Public, personally appeared Lisa Winger and Christopher Schneider, personally known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me the same for the purposes therein stated.

WITNESS my hand and official Seal



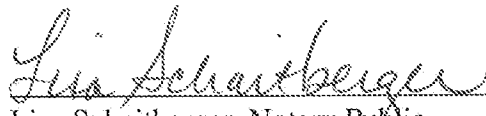
  
Lisa Schaitberger, Notary Public

Exhibit A - Trademarks

| Trademark                         | Country   | Status     | Application Number | Registration Number   |
|-----------------------------------|-----------|------------|--------------------|-----------------------|
| DYMO                              | Algeria   | Registered |                    | 061977 (former 32437) |
| DYMO & Design No. 2 (Tape Design) | Argentina | Registered | 1990799            | 1986104               |
| DYMO & device                     | Argentina | Registered | 2463014            | 1966482               |
| DYMO                              | Aruba     | Registered | 12203              | 12203                 |
| LABELMANAGER                      | Australia | Registered | 1147727            | 1147727               |
| DYMO SO EINFACH, SO GUT           | Austria   | Registered | AM5432/2006        | 236549                |
| DYMO                              | Bolivia   | Registered |                    | A-55714               |
| DYMO                              | Brazil    | Registered | 823189210          | 823189210             |
| DYMO                              | Brazil    | Registered | 823189228          | 823189228             |
| DYMO                              | Brazil    | Registered | 823189449          | 823189449             |
| DYMO&Logo                         | Brazil    | Registered |                    | 3443779               |
| ACID FREE DESIGN NO. 1            | Canada    | Pending    | 1393076            |                       |
| LABELMANAGER                      | Canada    | Registered | 1324970            | 709786                |
| PRINT SENSE                       | Canada    | Pending    | 1483504            |                       |
| DYMO                              | Chile     | Registered | 417158             | 417158                |
| DYMO                              | Chile     | Registered |                    | 694768                |
| DYMO                              | China     | Registered | 238434             | 238434                |
| DYMO IN CHINESE                   | China     | Registered |                    | 539943                |
| DYMO IN CHINESE                   | China     | Registered |                    | 540460                |
| DYMO IN CHINESE                   | China     | Registered | 4324082            | 4324082               |
| DYMO INDUSTRIAL                   | China     | Refused    | 4516862            |                       |
| DYMO THE EASIER, THE BETTER       | China     | Registered | 5672349            | 5672349               |
| DYMO THE EASIER, THE BETTER       | China     | Registered | 5672350            | 5672350               |
| DYMO THE EASIER, THE BETTER       | China     | Registered | 5672351            | 5672351               |
| DYMO THE EASIER, THE BETTER       | China     | Registered | 5672352            | 5672352               |
| DYMO THE EASIER, THE BETTER       | China     | Registered | 5672353            | 5672353               |
| DYMO THE EASIER, THE BETTER       | China     | Registered | 5672354            | 5672354               |
| DYMO with Stylized "Y"            | China     | Registered | 7892625            | 7892625               |
| DYMO with Stylized "Y"            | China     | Pending    | 7892573            |                       |
| DYMO with Stylized "Y"            | China     | Pending    | 7892572            |                       |
| DYMO with Stylized "Y"            | China     | Pending    | 7892624            |                       |
| DYMO with Stylized "Y"            | China     | Pending    | 7892623            |                       |
| DYMO with Stylized "Y"            | China     | Pending    | 7892571            |                       |
| DYMO with Stylized "Y"            | China     | Pending    | 7892574            |                       |
| DYMO                              | Colombia  | Registered | 92358481           | 136424                |
| COOL CLICKS                       | CTM       | Registered | 4385721            | 4385721               |
| PRINT SENSE                       | CTM       | Registered | 9169129            | 9169129               |
| TAPEWRITER                        | France    | Registered | 782988             | 1416436               |
| DYMO SO EINFACH, SO GUT           | Germany   | Registered | 30647894.3         | 30647894              |
| TAPEWRITER                        | Germany   | Registered | D 12625            | 772721                |
| DYMO                              | Greece    | Registered |                    | 30496                 |
| DYMO                              | Guatemala | Registered | 16274              | 016274/10/48          |
| DYMO Y ETIQUETA                   | Guatemala | Registered | 16273              | 016273/9/48           |
| DYMO THE EASIER, THE BETTER       | Hong Kong | Registered | 300711468          | 300711468             |
| DYMO                              | Hungary   | Registered | M 73 01135         | 116035                |
| DYMO                              | Ireland   | Registered |                    | 67303                 |

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| Trademark                     | Country                   | Status     | Application Number | Registration Number |
|-------------------------------|---------------------------|------------|--------------------|---------------------|
| DYMO                          | Kenya                     | Registered | 19122              | 19122               |
| DYMO                          | Malaysia                  | Registered | 95013267           | 95013267            |
| DYMO                          | Malaysia                  | Registered | 95013268           | 95013268            |
| DYMO                          | Malaysia                  | Registered | 95/13268           | 95/13268            |
| DYMO                          | Mexico                    | Registered | 17584              | 330731              |
| DYMO                          | Mexico                    | Registered | 17586              | 331562              |
| DYMO                          | Mexico                    | Registered |                    | 335698              |
| DYMO                          | Mexico                    | Registered | 177608             | 446802              |
| LABELMANAGER                  | Mexico                    | Pending    | 821013             |                     |
| DYMO                          | Morocco                   | Registered | 47636              | 23125               |
| DYMO                          | Norway                    | Registered | 105173             | 90687               |
| DYMO DISCPAINTER              | Norway                    | Registered | 200608967          | 246750              |
| DYMO LABELMANAGER             | Norway                    | Registered | 200613955          | 247117              |
| DYMO THE EASIER, THE BETTER   | Norway                    | Registered | 200700935          | 251923              |
| DYMO                          | Peru                      | Registered | 20830              | 20830               |
| DYMO                          | Republic of Korea (South) | Registered |                    | 88209               |
| DYMO                          | Republic of Korea (South) | Registered |                    | 88579               |
| DYMO                          | Republic of Korea (South) | Registered |                    | 102157              |
| DYMO                          | Republic of Korea (South) | Registered | 11558/85           | 129151              |
| DYMO                          | South Africa              | Registered |                    | 65/1685             |
| DYMO                          | South Africa              | Registered |                    | 65/1686             |
| DYMO                          | South Africa              | Registered |                    | 70/3498             |
| DYMO                          | South Africa              | Registered |                    | 70/3499             |
| DYMO                          | South Africa              | Registered |                    | 70/3500             |
| DYMO                          | South Africa              | Registered |                    | 70/3502             |
| DYMO                          | South Africa              | Registered |                    | 70/3503             |
| DYMO                          | South Africa              | Registered |                    | 70/3505             |
| DYMO                          | South Africa              | Registered |                    | 70/3506             |
| DYMO                          | Thailand                  | Registered | 283045             | 37050               |
| DYMO                          | Thailand                  | Registered | 283046             | 46782               |
| DYMO                          | Thailand                  | Registered | 253099 (134704)    | 29900 (92793)       |
| DYMO                          | Thailand                  | Registered | 285748(134704)     | TM29913 (92793)     |
| DYMO                          | Thailand                  | Registered | 285749             | TM29914             |
| DYMO                          | Trinidad & Tobago         | Registered |                    | 4891                |
| DYMO                          | Trinidad & Tobago         | Registered |                    | 4892                |
| DYMO                          | Trinidad & Tobago         | Registered |                    | 4893                |
| DYMO                          | Tunisia                   | Registered |                    | EE01.2132           |
| DYMO                          | Turkey                    | Registered | 168174             | 168174              |
| Cool Clicks                   | United States of America  | Registered | 76/640117          | 3313137             |
| DATEMARK                      | United States of America  | Registered | 76/609833          | 3022186             |
| LABEL BLASTER                 | United States of America  | Registered | 76/377648          | 2767830             |
| LABEL BUDDY                   | United States of America  | Registered | 75/305522          | 2211838             |
| LABELMANAGER                  | United States of America  | Registered | 76/517871          | 2873758             |
| LABELPOINT (Stylized Letters) | United States of America  | Registered | 76/517866          | 2945541             |

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| Trademark                  | Country                  | Status     | Application Number | Registration Number |
|----------------------------|--------------------------|------------|--------------------|---------------------|
| LETRATAG                   | United States of America | Registered | 75567712           | 2534475             |
| MARINEPRO Stylized Letters | United States of America | Registered | 76/637344          | 3416497             |
| DYMO                       | Venezuela                | Registered | 48441              | F-48441             |
| DYMO                       | Venezuela                | Registered | 48442              | F-48442             |
| DYMO                       | Vietnam                  | Registered | 26650              | 22458               |