



To the Honorable Commissioner of Patents

100948346

original documents or copy thereon

Handwritten: 75/424-755

1. Name of conveying party(ies):

Essette Corporation (f/k/a Essette Pandaflex Corp.)
71 Clinton Road
Garden City, NY 11530

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?

Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: January 15, 1999

2. Name and address of receiving party(ies):

Name: Nielsen & Bainbridge L.L.C.

Internal Address: _____

Street Address: 40 Eisenhower Drive

City: Paramus State: NJ ZIP: _____

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Limited Liability Corporation

If assignee is not domiciled in the United States, a domestic representative designation is attached? Yes No
(Designations must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No. (s)

75/424,755 75/424,954
75/409,563 75/404,324

B. Trademark registration No. (s)

1,153,919 1,235,235
1,153,917 1,822,676

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Joan L. Long

Internal Address: Mayer, Brown & Platt

P.O. Box 2828

Street Address _____

City Chicago State: IL ZIP 60690-2828

6. Total number of applications and registrations involved: _____

28

7. Total fee (37 CFR 3.41) \$ 715,675.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

13-0019

(Attach duplicate copy of this page if paying by deposit account)

01/25/1999 TTH11 00000078 1153919

DO NOT USE THIS SPACE

01 FC:481
02 FC:482

40.00 OP
675.00 OP

9. Statement and signature:

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Joan Long
Name of Person Signing

[Signature]
Signature

1/26/99
Date

Total number of pages comprising cover sheet: 3

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Timing for this sample sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing, entering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Information System, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

ATTACHMENT TO RECORDATION FORM
FOR TRANSFER FROM ESSELTE CORPORATION
TO NIELSEN & BAINBRIDGE L.L.C.

<u>Reg. #</u>	<u>Mark</u>
1,016,848	Bainbridge
1,439,185	Colorwave
1,651,516	Design only
1,162,765	Fascia
1,085,803 ²	FrameKit
2,190,743	Innovative Moulding & design
1,309,773	Letramax
1,398,286	LetraSet
1,477,244	LetraSet
955,003	LetraSet
1,171,854	LetraSet
1,287,885	Letraset
1,305,935	Nielsen (Stylized)
1,651,515	Nurre Caxton
1,439,815	Quick Corner
1,653,107	Reflections
1,715,795	Richwoods
1,706,662	StudioTac
1,612,958	Thermacolor
1,665,865	Watercolors

² Supplemental Register

6285178.1 11599 11160 98456445

TRADEMARK
REEL: 1843 FRAME: 0355

**U.S. TRADEMARK ASSIGNMENT
OF ESSELTE CORPORATION**

THIS TRADEMARK ASSIGNMENT is made this ___ day of _____, 1999 by ESSELTE CORPORATION (f/k/a Esselte Pendaflex Corporation), a New York corporation ("ASSIGNOR") and NIELSEN & BAINBRIDGE L.L.C., a Delaware limited liability company ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of all right, title and interest in the trademarks identified in the attached Schedule A (the "TRADEMARKS"); and

WHEREAS, ASSIGNOR desires to assign all right, title and interest in the TRADEMARKS to ASSIGNEE and ASSIGNEE desires to acquire all of ASSIGNOR's right, title and interest in, to and under the TRADEMARKS.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and set over to ASSIGNEE, its successors, legal representatives and assigns, all of ASSIGNOR's right, title and interest in and to the TRADEMARKS together with the goodwill of the business associated with said TRADEMARKS and registrations thereof (including, without limitation, all proceeds thereof and the rights to sue for past, present and future infringements), the same to be held and enjoyed by ASSIGNEE, for its own use and on behalf of its successors, legal representatives and assigns, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR, had this sale and assignment not been made.

ESSELTE CORPORATION

By: 

State of _____

_____ County

This ____ day of _____, 1999, _____ personally came before me, _____, a Notary Public for said County and State, who being by me duly sworn, says that he is _____ of ESSELTE CORPORATION, and that said writing was signed and sealed by him on behalf of said corporation by its authority duly given. The said _____ acknowledged the said writing to be the act and deed of the corporation.

WITNESS my hand and notarial seal.

Notary Public

My Commission Expires:

[SEAL]

**SCHEDULE A
TO U.S. TRADEMARK ASSIGNMENT
OF ESSELTE CORPORATION**

Page 1 of 4

MARK	REGISTRATION/ SERIAL NO.	GOODS	REGISTERED OWNER
ALPHAMAT	1,153,919	Alkaline PH mat board	Esselte Pendaflex Corp
ALPHAMOUNT	1,153,917	Akaline PH mounting board	Esselte Pendaflex Corp
ALPHARAG	1,236,235	Alkaline PH mat board	Esselte Pendaflex Corp
AMERICOR	1,822,676	Board made of various paper, plastic and other materials laminated to a foamed plastic core sold to be used as a graphic art board and as a component of the picture framing process	Esselte Corp.
BAINBRIDGE	1,016,848	Paper supplies for graphic arts- namely, illustration board, fabric board, showcard board, mat board, bristol board, railroad board, poster board, cork board, mounting board, charcoal paper, water-color paper, drawing paper and pads	Esselte Pendaflex Corp
COLORWAVE	1,439,185	Picture frame moulding	Esselte Pendaflex Corp
DESIGN ONLY	1,651,516	Picture frame mouldings	Esselte Pendaflex Corp
FASCIA	1,162,765	Picture frames	Esselte Pendaflex Corp
FRAMEKIT [*]	1,085,803	Elongated mitered members for constructing picture frames	Esselte Pendaflex Corp
INNOVATION MOULDING and Design	2,190,743	Molding for display frames	Esselte Corp.
LETRAMAX	1,309,973	Art boards	Esselte Pendaflex Corp

^{*} Supplemental Register

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**TRADEMARK
REEL: 1843 FRAME: 0358**

MARK	REGISTRATION/ SERIAL NO.	GOODS	REGISTERED OWNER
LETRASET	1,287,885	Stationery goods - namely, dry-transfers and symbols	Esselte Pendaflex Corp.
LETRASET	1,171,854	Aerosol spray formulations for the application of protective and decorative coatings to hard surfaces for use in protecting lettering and art materials	Esselte Pendaflex Corp.
LETRASET	955,003	Machines for: hot blocking {heat transfers, foil stamping, inserting foils in molds, object marking, and injection and compression molding }	Esselte Pendaflex Corp.
LETRASET	1,477,244	Photographic chemicals and materials for use in photography, in kit form, namely {inks.} cleaner/etch solution, {correction fluid, liquid gloss, plastic paper,} clear film, laminating film, {masking film, color separation film,} and developer etching solutions (Class 1); computer programs {and photographic apparatus and instruments, namely, coating bars, coating bar holders, squeegees, mixing tubes, pipettes, exposure developing trays, coating trays, spray guns and formula and exposure guides supplied therewith (Class 9)	Esselte Pendaflex Corp.

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MARK	REGISTRATION/ SERIAL NO.	GOODS	REGISTERED OWNER
LETRASET	1,398,286	Knives for use in the graphic arts (Class 8); graphic art materials and implements, namely; paper and plastic transfers and adhesive indicia in the form of letters, numerals, pictograms, borders and histograms, both opaque and transparent; decorative and drafting adhesive tape, both opaque and transparent; felt-tip pens and markers, and storage bins therefor; colored paper and transparent and opaque film sheets; books and booklets dealing with graphic arts, and color; burnishers used to apply letter transfers for office and drafting use; drawing art boards; desk top organizers; transparencies and transparent cells for overhead projectors; drafting hand guides; and drafting adhesives; and air markers (Class 16)	Esselte Pendaflex Corp.
NIELSEN (Stylized)	1,305,935	Molding for display frames and hardware for assembly and mounting thereof	Esselte Pendaflex Corp.
NURRE CAXTON	1,651,515	Picture frame mouldings	Esselte Pendaflex Corp.
QUICK CORNER	1,439,815	Joining devices for metal moldings and picture frames	Esselte Pendaflex Corp.
REFLECTIONS	1,653,107	Picture frame mouldings	Esselte Pendaflex Corp.
RICHWOOD	1,715,795	Wood picture frame mouldings and wood picture frames	Esselte Pendaflex Corp.
STUDIOTAC	1,706,662	Dry adhesive for stationery, commercial art, and general household use	Esselte Pendaflex Corp.

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MARK	REGISTRATION/ SERIAL NO.	GOODS	REGISTERED OWNER
THERMALCOR	1,612,958	Insulated packaging board made of laminated foamed plastic	Esselte Corp.
WATERCOLORS	1,665,865	Picture frame mouldings	Esselte Pendaflex Corp.
BAINBRIDGE WHITECORE	75/424,755	Mat boards	Esselte Corp.
NOVACORE	75/409,563	Mat boards	Esselte Corp.
NOVACORE WHITECORE	75/424,954	Mat boards	Esselte Corp.
THE METALWARE COLLECTION	75/404,324	Moulding for picture frames	Esselte Corp.

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RECORDED: 01/22/1999

TRADEMARK
REEL: 1843 FRAME: 0361