

RECORDATION FORM COVER
TRADEMARKS ON

11-23-1999

DEPARTMENT OF COMMERCE
Patent and Trademark Office



101179095

To the Honorable Commissioner of Patents and Trademarks: Please

1. Name of conveying party(ies):

Esselte Corporation (f/k/a Esselte Pendaflex Corp.)
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation- State
 Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

MRD 8-23-99

Assignment Merger
 Security Agreement Change of Name
 Other -

THE FOLLOWING MARKS WERE OMITTED, PLEASE ADD:

LETRASET

Serial No. 72/378,861 - Filing Date: 12/16/70
Reg. No.: 955,003 - Reg. Date: 03/13/73 &

FASCIA

Serial No. 73/198,924 - Filing Date: 01/04/79
Reg. No.: 1,162,765 - Reg. Date: 07/28/81

CORRECTION: Reg. No. 1,309,773 - (AUTOGIS)- SHOULD BE DELETED AND REPLACED WITH:

LETRAMAX

Serial No. 73/432,002 - Filing Date: 06/27/83
Reg. No. 1,309,973 - Reg. Date: 12/18/84

PREVIOUSLY RECORDED ON 01/22/99, AT
REEL/FRAME: 1843/0354.

Execution Date: January 15, 1999

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

Name: Nielsen & Bainbridge L.L.C.

Address: 40 Eisenhower Drive
Paramus, NJ

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation
 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

EXPRESS MAIL CERTIFICATE
Label No. 8595859745

Date: 8/23/99
I hereby certify that, on the date indicated above, I deposited this paper or fee with the U.S. Postal Service & that it was addressed for delivery to the Commissioner of Patents & Trademarks, Washington D.C. 20231 by "Express Mail Post Office to Addressee" service.

Joseph J. Steel
Name (Print) Signature

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 1,236,235
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: Darby & Darby P.C.
Street Address: 805 Third Avenue, 27th Floor
City: New York State: New York Zip: 10022-7513

6. Total number of applications and registrations involved:

28

7. Total fee (37 CFR 3.41): \$0.00.....

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:

04-0100

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

DO NOT USE THIS SPACE

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.

Lucille P. Nichols
Name of Person Signing

Lucille P. Nichols
Signature

August 23, 1999
Date

Total number of pages including cover sheet, attachments, and document:

13

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231



**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

6283801

**TRADEMARK
REEL: 001965 FRAME: 0015**

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.

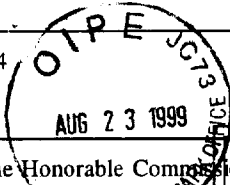
6283801

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.

6283801

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.

6283801



100948346

To the Honorable Commissioner of Patents

original documents or copy thereof.

MD 1-22-90

1. Name of conveying party(ies):

Essele Corporation (f/k/a Essele Pendaflex 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

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 1,236,235
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)

DO NOT USE THIS SPACE

01/25/1999 TTOM11 00000078 1153919

01 FC:481
02 FC:482

40.00 DP
675.00 DP

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: 8

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 ^{*/}	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

^{*/} Supplemental Register

6285128.1 11599 1116C 98456445

TRADEMARK
REEL: 001965 FRAME: 0020

**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]