

02-03-2000



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) and copy(ies)

Submission Type

New

Resubmission (Non-Recordation)
Document ID # _____

Correction of PTO Error
Reel # _____ Frame # _____

Corrective Document
Reel # _____ Frame # _____

Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

Merger
Effective Date
Month Day Year
12/08/99

Change of Name

Other _____

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year
12/08/99

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA _____

Composed of _____

Address (line 1)

Address (line 2) _____

Address (line 3)
City State/Country Zip Code

Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation Association

Other _____

Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

02/02/2000 TTOM11 00000071 170055 1678497

01 FC:481 (40.00 CH)
02 FC:482 (75.00 CH)

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

TRADEMARK
REEL: 002015 FRAME: 0639

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75756809"/>	<input type="text" value="75756808"/>	<input type="text" value="75532023"/>	<input type="text" value="1678497"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties Enter the total number of properties involved. #

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Marta S. Levine

Marta S. Levine

December 17, 1999

Name of Person Signing

Signature

Date Signed

Assignment of Trademarks

This Assignment of Trademarks is made as of December 8, 1999, by Premium Promotions, Inc. (d/b/a Comark Bates), a Delaware corporation with its principal place of business at 770 Arthur Avenue, Elk Grove Village, Illinois 60007 (the "Seller"), and Menasha Corporation, a Wisconsin corporation with its principal place of business at 1645 Bergstrom Road, Neenah, Wisconsin 54956 (the "Purchaser").

WHEREAS, the Seller is the owner of the trademarks and service marks shown on Schedule 1 (which is attached hereto and incorporated by reference), and the registrations and applications for registration thereof, and the good will of the business in connection therewith;


AND WHEREAS, the Purchaser is desirous of acquiring said trademarks and service marks, the registrations and applications for registration thereof, and the good will of the business in connection therewith.

NOW, THEREFORE, for and in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, the Seller agrees to sell, assign, and transfer to the Purchaser, and does hereby sell, assign, and transfer to the Purchaser, the Seller's entire right, title and interest in and to said trademarks and service marks, the registrations and applications for registration thereof, and the good will of the business in connection therewith, as well as Seller's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of said trademarks or service marks.

This Assignment of Trademarks shall be pursuant to that Asset Purchase Agreement by and between Seller and Purchaser, dated as of December 8, 1999.

IN WITNESS WHEREOF, the Seller has caused this Assignment of Trademarks to be executed and sealed by its duly authorized officer as of the date first written above.

PREMIUM PROMOTIONS, INC.

By: 

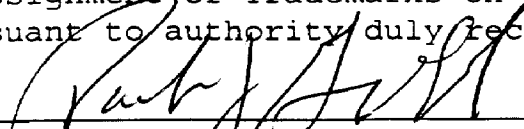
Name: JAMES WARREN

Title: VICE PRESIDENT

STATE OF WISCONSIN)
)
COUNTY OF MILWAUKEE)

The above-named individual, to me known to be the duly authorized representative of Premium Promotions, Inc., personally appeared before me this 8th day of December, 1999, and acknowledged to me that he executed the foregoing Assignment of Trademarks on behalf of Premium Promotions, Inc. and pursuant to authority duly received.

(SEAL)



Notary Public, State of Wisconsin
My Commission expires: is permanent

Schedule 1 to
Assignment of Trademarks

Registered Trademarks

Mark	Registration No.	Issue Date
SHELF SHOUTER	1,678,497	03/10/92

Pending Trademark Applications

Mark	Serial No.	Filing Date
POP OUT NOTES	75/756,809	07/21/99
OFF THE BOARDS	75/756,808	07/21/99
OFF THE SHELF	75/532,023	08/06/98

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RECORDED: 12/23/1999

TRADEMARK
REEL: 002015 FRAME: 0643