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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

101921269

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.
Box Assignment, Washington, DC 20231

MRD 11-18-99

1. Name of conveying party(ies):
DAY-TIMERS, INC.
MRD 11-18-99
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State - DELAWARE
 Other _____
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: ACCO WORLD CORPORATION
Internal Address: _____
Street Address: 300 TOWER PARKWAY
City LINCOLNSHIRE State ILLINOIS ZIP 60069
 Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State DELAWARE
 Other _____

3. Nature of conveyance: **22**
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: NOVEMBER 16, 1999

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designation 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) 75/548,944
TM Additional numbers attached? Yes No
B. Trademark registration No.(s) _____

5. Name and address of party to whom correspondence concerning document should be mailed:
PENNIE & EDMONDS LLP
1155 Avenue of the Americas
New York, NY 10036
Attn.: Joyce M. Ferraro, Esq.
File No.: 6551-1276/1277-999

6. Total number of applications and registrations involved: ONE (1)
7. Total fee (37 CFR 3.41): \$ 40.00
Please charge to the deposit account listed in Section 8.
8. Deposit account number:
16-1150

DO NOT USE THIS SPACE

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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.
Joyce M. Ferraro, Esq. _____ Joyce M. Ferraro _____
Name of Person Signing Reg. No. Signature Date
Nov. 18, 1999
Total number of pages comprising cover sheet: 2

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

UNITED STATESASSIGNMENT

WHEREAS, **DAY-TIMERS, INC.**, a corporation organized and existing under the laws of the State of Delaware, United States of America, located at **One Willow Lane, East Texas, Pennsylvania 18046, United States of America**, ("Assignor"), is the owner of the trademark **TIME FOR LIFE** and the application thereof, Serial No. **75/548944**, filed in the United States Patent and Trademark Office, together with the goodwill of the business connected with and symbolized by said trademark; and

WHEREAS, **ACCO WORLD CORPORATION**, a corporation organized and existing under the laws of the State of Delaware, United States of America, located at **300 Tower Parkway, Lincolnshire, Illinois 60069, United States of America**, ("Assignee"), is desirous of acquiring said trademark and application thereof together with the goodwill of the business connected with and symbolized by said trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor, **DAY-TIMERS, INC.**, does hereby sell and assign unto said Assignee, **ACCO WORLD CORPORATION**, all right, title and interest in and to said trademark **TIME FOR LIFE** and said application thereof, Serial No. **75/548944**, together with the good will of the business connected with and symbolized by said trademark and together with all the rights for recovery, damages and profits for past infringements thereof, if any.

IN WITNESS WHEREOF, the Assignor **DAY-TIMERS, INC.**, has caused this instrument to be executed by its duly authorized corporate officer.

This 16th day of November, 1999.

DAY-TIMERS, INC.

By: David K Clark

Name: DAVID K. CLARK

Title: President

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