

03-01-2002

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)  
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DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

**ZETA CONSUMER PRODUCTS CORPORATION**

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State **New Jersey**
- Other \_\_\_\_\_ *2-12-02*

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

2. Name and address of receiving party(ies)

Name: **Pactiv Corporation**

Internal

Address: \_\_\_\_\_

Street Address: **1900 West Field Court**

City: **Lake Forest** State: **IL** Zip: **60045**

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State **Delaware**
- Other \_\_\_\_\_

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

3. Nature of conveyance:

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

Execution Date: **September 13, 2000**

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

**2,052,987**

Additional number(s) attached  Yes  No

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

Name: **Ronald B. Coolley**

Internal Address: **JENKENS & GILCHRIST**

Street Address: **225 W. Washington St.**  
**Suite 2600**

City: **Chicago** State: **IL** Zip: **60606**

6. Total number of applications and registrations involved:  1

7. Total fee (37 CFR 3.41).....\$ **40.09**

Enclosed

Authorized to be charged to deposit account  
**only if check missing**

8. Deposit account number: **10-0447**

(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.*

**Ronald B. Coolley**

Name of Person Signing

*RBCoolley*  
Signature

**January 17, 2002**

Date

3

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

02/28/2002 LMJELLER 00000049 2052987

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

01 FC:481

40.00 DP

**TRADEMARK**  
**REEL: 002451 FRAME: 0076**

### ASSIGNMENT

This ASSIGNMENT from ZETA CONSUMER PRODUCTS CORPORATION, a corporation organized and existing under the laws of the State of New Jersey ("Assignor"), to PACTIV CORPORATION, a corporation organized and existing under the laws of the State of Delaware ("Assignee"), is entered into and effective as of September 13 2000.

WHEREAS, Assignor owns all right, title and interest in and to the trademark RENEW for "paper napkins, paper facial tissue and disposal diapers made of paper and plastic; paper plates and paper cups," as evidenced by U.S. Trademark Registration No. 2,052,987 (the "Mark");


WHEREAS, Assignee desires to acquire from Assignor, and Assignor now wishes to assign to Assignee, any and all of Assignor's right, title, interest and goodwill in and to the Mark.

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, all of Assignor's right, title and interest in and to the Mark, including the goodwill of the business associated with the Mark and the right to recover for past, present and future infringements of the Mark.

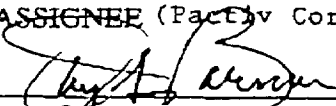
This assignment is made "as-is, where-is" without representations or warranties of any kind or nature and with all faults.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment on the date(s) set forth below.

Date: 9-13, 2000

Zeta Consumer Products Corporation  
  
 By: Kevin Lehoullier  
 Title: Controller

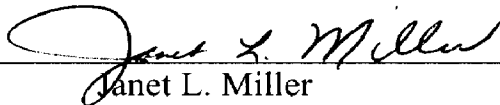
Date: 9-13, 2000

ASSIGNEE (Pactiv Corporation)  
  
 By: Jay S. Barnes  
 Title: Assistant Secretary

STATE OF ILLINOIS        )  
                                  ) ss.  
COUNTY OF COOK        )

I, Janet L. Miller, a Notary in and for the State of Illinois do hereby certify that the attached is a true and correct copy of an Assignment between **ZETA CONSUMER PRODUCTS CORPORATION** and **PACTIV CORPORATION** executed on September 13, 2000.

Signed and dated this 17<sup>TH</sup> day of January, 2002.

  
\_\_\_\_\_  
Janet L. Miller  
Notary Public

