

03-01-2002



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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

U.S. 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
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) 1,649,824
Additional number(s) attached Yes No

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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): \$40.00 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 Signature January 17, 2002 Date
Name of Person Signing Signature Date
Total number of pages including cover sheet, attachments, and document: 3

02/28/2002 LNWELLER 00000050 1649824 01 FC:481 40.00 OP

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

TRADEMARK REEL: 002451 FRAME: 0224

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 "disposable plastic trash bags," as evidenced by U.S. Trademark Registration No. 1,649,824 (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.

Zeta Consumer Products Corporation

Date: 9-13, 2000

[Signature]
By: Kevin Lehoullier
Title: Controller

ASSIGNEE (Pactiv Corporation)

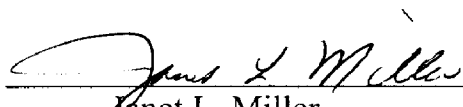
Date: 9-13, 2000

[Signature]
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 17th day of January, 2002.



Janet L. Miller
Notary Public

