

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
McKECHNIE UK LIMITED		01/26/2004	CORPORATION: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BEROL CORPORATION		
<b>Street Address:</b>	29 E. STEPHENSON STREET		
<b>City:</b>	FREEPORT		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	61032		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1817947	SPUR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(815)381-8160		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	815-381-8183		
<b>Email:</b>	zee.darby@newellco.com		
<b>Correspondent Name:</b>	JOHN M. WILKE		
<b>Address Line 1:</b>	6833 STALTER DRIVE, SUITE 101		
<b>Address Line 4:</b>	ROCKFORD, ILLINOIS 61108		
<b>ATTORNEY DOCKET NUMBER:</b>	LE-685/G. BREMER		
<b>NAME OF SUBMITTER:</b>	Zakkiyya "Zee" Darby		
<b>Total Attachments: 1</b>			
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CH \$40.00 1817947

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE REGISTRAR OF TRADEMARKS

ASSIGNMENT

Whereas McKECHNIE UK LIMITED, registered number 3724692, whose registered office is situated at Leighswood Road, Aldridge, Walsall, West Midlands WS9 8DS (“Assignor”) is the owner of the mark set forth below which is duly registered in the U.S. Patent and Trademark Office, and

TRADEMARK

REGISTRATION NO.

SPUR

1,817,947

Whereas BEROL CORPORATION, a Delaware corporation, with a place of business at 29 E. Stephenson Street, Freeport, Illinois 61032, (“Assignee”) is desirous of acquiring said mark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest to the Trademarks, including the goodwill, together with all claims for damages by reason of the Trademarks and the right to sue for and collect the same for its own use and benefit.

Executed this 26th day of January, 2004.

McKECHNIE UK LIMITED  
(Assignor)

By: D. Matschullat  
Name: Dale L. Matschullat  
Title: Corporate Secretary