

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SANFORD, L.P.		03/17/2004	LIMITED PARTNERSHIP: ILLINOIS

RECEIVING PARTY DATA	
Name:	BEROL CORPORATION
Street Address:	29 E. STEPHENSON STREET
City:	FREEPORT
State/Country:	ILLINOIS
Postal Code:	61032
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Serial Number:	78295973	PAPER MATE IMAGE
Serial Number:	78309959	PAPER MATE ACCESS
Serial Number:	78323535	PAPER MATE TITANIUM
Serial Number:	78348091	PAPER MATE APEX

CORRESPONDENCE DATA	
Fax Number:	(815)381-8160
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	815.381.8183
Email:	zee.darby@newellco.com
Correspondent Name:	JOHN M. WILKE
Address Line 1:	6833 STALTER DRIVE, SUITE 101
Address Line 4:	ROCKFORD, ILLINOIS 61108

ATTORNEY DOCKET NUMBER:	SA-69G/PAPER MATE
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NAME OF SUBMITTER:	Zakkiyya "Zee" Darby
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CH \$115.00 78295973

Total Attachments: 1  
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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT effective as of March 17, 2004, is by and between Sanford, L.P., an Illinois Limited Partnership having its principal place of business at 29 E. Stephenson Street, Freeport, Illinois 61032 ("Assignor"), and Berol Corporation, a Delaware corporation, having a place of business at 29 E. Stephenson Street, Freeport, Illinois 61032 ("Assignee");

WHEREAS, Assignor is the owner of all right, title and interest in and to United States Trademark Applications shown below:

<u>Trademark:</u>	<u>Application No.</u>	<u>Filing Date:</u>
PAPER MATE IMAGE	78/295973	04-Sep-2003
PAPER MATE ACCESS	78/309959	06-Oct-2003
PAPER MATE TITANIUM	78/323535	05-Nov-2003
PAPER MATE APEX	78/348091	06-Jan-2004

filed under 15 U.S.C. §1051(b); and:

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Mark, and Assignor wishes to assign the same;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee: all right, title and interest in and to the Mark, together with the portion of the business of the Assignor to which the mark pertains, with all rights that arise from the Application; all rights to seek other registrations of the Mark in the United States Patent and Trademark Office or elsewhere; all renewals thereof; the right to sue for any and all past infringement which may have occurred al any time up to the date of this Assignment; all income, royalties, damages and payments now and hereafter due and/or payable with respect thereto, including, without limitation damages for all causes of action, past and future, for infringement of the Mark or other violations of the rights assigned hereunder.

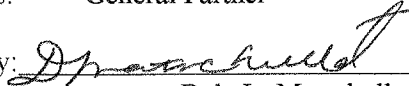
Assignor represents and warrants that: it is the owner of, and owns proper title to, the Mark and the Application; it has not made any other assignment or pledge of the Mark, any rights therein or the Application; and it has the right, power and authority to enter into this Assignment and convey the above-described rights by this instrument free of any encumbrances.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment.

SANFORD, L.P.

By: Newell Operating Company

Its: General Partner

By:   
Dale L. Matschullat  
Its: Vice President

Dated: March 17, 2004