

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
Menasha Corporation		07/12/2004	CORPORATION: WISCONSIN

RECEIVING PARTY DATA	
Name:	Promo Edge Company
Street Address:	1645 Bergstrom Road
City:	Neenah
State/Country:	WISCONSIN
Postal Code:	54956
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	2787609	GIVE YOUR MARKETING AN EDGE
Registration Number:	2350424	PROMO EDGE
Serial Number:	78233336	PROMOFLAG

CORRESPONDENCE DATA	
Fax Number:	(414)978-8675
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	414 277 5675
Email:	tm-dept@quarles.com
Correspondent Name:	Marta S. Levine
Address Line 1:	Quarles & Brady LLP
Address Line 2:	411 East Wisconsin Avenue
Address Line 4:	Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	650005.00093
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NAME OF SUBMITTER:	Marta S. Levine
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Total Attachments: 2
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CH \$90.00 2787609

Assignment of Trademarks

This Assignment of Trademarks is made by and between Menasha Corporation, a Wisconsin corporation with its principal place of business at 1645 Bergstrom Road, Neenah, Wisconsin 54956 (the "Seller"), and Promo Edge Company, a Wisconsin corporation with its principal place of business at 1645 Bergstrom Road, Neenah, Wisconsin 54956 (the "Purchaser").

Whereas, the Seller is the owner of the trademarks shown below, the registrations and application for registration therefore, and the goodwill of the business in connection therewith (the "Trademarks"):

Mark	Registration (Application) Number	Issue (Filing) Date
GIVE YOUR MARKETING AN EDGE	2,787,609	11/25/2003
PROMO EDGE	2,350,424	05/16/2000
PROMOFLAG	(78/233,336)	(04/03/2003)

Whereas, the Purchaser desires to acquire the Trademarks.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, the Seller hereby sells, assigns and transfers unto the Purchaser, the Seller's entire right, title and interest in and to the Trademarks and the Seller's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademarks.

In witness whereof, the Seller has caused this Assignment of Trademarks to be executed and sealed by a duly authorized officer as of the date written below.

Menasha Corporation

By: 

Name: Robert T. Dring, Jr.

Title: Treasurer

Date: July 12, 2004

STATE OF WISCONSIN)
)
WINNEBAGO COUNTY)

Personally came before me this 12th day of July, 2004, the above-named individual, to me known to the be person who executed this Assignment of Trademarks and acknowledged the same.

Marilyn J. Bathke
Notary Public, State of Wisconsin
My commission expires: 2/19/06

(SEAL)

