

01-29-2004

Docket No. 50619/RRP/A23

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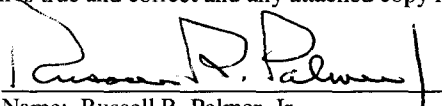
JAN 12 2004

Mail Stop Assignment Recordation Services
Director of the United States Patent and Trademark Office
P.O. Box 1450
Alexandria, Virginia 22313-1450

Post Office Box 7068
Pasadena, CA 91109-7068

1-17-04

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

<p>1. Name of conveying party(ies): Industrial Coatings Group, Inc. P.O. Box 478 Kingsport, Tennessee 37662</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Other: <input checked="" type="checkbox"/> Exists Under Laws of the State of Delaware</p> <p>Additional name(s) of conveying party(ies) attached: No</p>	<p>2. Name and address of receiving party(ies): Name: Avery Dennison Corporation</p> <p>Street Address: 150 North Orange Grove Boulevard, Pasadena, California 91107</p> <p><input type="checkbox"/> Individual(s) citizenship <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Other: <input checked="" type="checkbox"/> Exists Under Laws of the State of Delaware</p>
<p>3. Name of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other:</p> <p>Execution Date: March 28, 2003</p>	<p>If assignee is not domiciled in the United States, a domestic representative designation is attached: No</p> <p>(Designation must be a separate document from Assignment). Additional name(s) & address(es) attached? NO</p>
<p>4. A. Trademark Application No.(s)</p> <p>4. B. Trademark Registration No.(s) 2,019,540; 2,446,732; 2,236,822; 2,013,561; 1,797,052; and 1,878,693</p> <p>Additional numbers attached? No</p>	
<p>5. Please return the recorded document and address all correspondence to:</p> <p>CHRISTIE, PARKER & HALE, LLP P.O. Box 7068 Pasadena, CA 91109-7068 Attention: Russell R. Palmer, Jr.</p>	<p>6. Total number of applications or registrations involved 6</p> <p>7. <input checked="" type="checkbox"/> Total fee enclosed (37 CFR 3.41): \$165.60</p> <p>8. <input checked="" type="checkbox"/> Any deficiency or overpayment of fees should be charged or credited to Deposit Account No. 03-1728, except for payment of issue fees required under 37 CFR § 1.18. Please show our docket number with any credit or charge to our Deposit Account.</p>
<p>10. <input type="checkbox"/> Explanatory letter is enclosed.</p>	
<p>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.</p> <p>Date: January 5, 2004</p> <p>By:  Name: Russell R. Palmer, Jr. 626/795-9900</p> <p>Total number of pages including cover sheet, attachments, and document: 4</p>	

01/29/2004 DBYRNE 00000013 2019540

01 TC:8521 40.00 DP
02 TC:8522 125.00 DP

RRP/hcr

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to: Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3514 on: 1-7-04 (Date of Deposit) Nolan Randall

ASSIGNMENT OF UNITED STATES TRADEMARKS;
TRADEMARK REGISTRATIONS; AND TRADEMARK APPLICATIONS

WHEREAS, Industrial Coatings Group, Inc., a corporation organized and existing under the laws of the State of Delaware, ("ICG"), with its place of business at P.O. Box 478, Kingsport, Tennessee 37662, is the owner of and has adopted and used in its business certain trademarks which are the subject of the United States Trademark Registrations and Trademark Applications identified on Schedule A hereto; and

WHEREAS, Avery Dennison Corporation, a corporation organized and existing under the laws of the State of Delaware, ("Avery"), with its place of business at 150 North Orange Grove Boulevard, Pasadena, California 91107, is desirous of acquiring said trademarks, registrations and applications thereof;

WHEREAS ICG and Avery have entered into an Asset Purchase Agreement, dated as of March 28, 2003, pursuant to which ICG has agreed to assign to Avery the trademarks, registrations and applications identified on Schedule A hereto;

NOW, THEREFORE, in consideration of other good and valuable consideration, receipt of which is hereby acknowledged, ICG has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto Avery, its successors, assigns or other legal representatives, its entire right, title and interest, including common law rights, in and to said trademarks, registrations and applications, together with the good will of the business in connection with which the trademarks, registrations and applications are used and the right to sue for and collect damages for past infringement of said trademarks, registrations and applications.

This Agreement shall be construed, and the legal relations between the parties hereto shall be determined, in accordance with the laws of the State of Illinois, United States of America.

IN WITNESS WHEREOF, ICG has caused this instrument to be signed by a duly authorized corporate officer.

Dated: Mar. 28, 2003

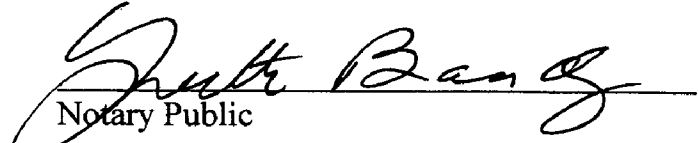
INDUSTRIAL COATINGS GROUP, INC.

By: Robert Dwyer
Name: Robert J. Dwyer
Title: President

State of Illinois)
) ss:
County of Cook)

On this 28 day of March, 2003, before me personally appeared Robert Dwyer, to me known to be the person named in and who executed the above instrument and acknowledged that he executed the same for the uses and purposes therein mentioned.

(SEAL) OFFICIAL SEAL
YVETTE BRANDY
NOTARY PUBLIC, STATE OF ILLINOIS
MY COMMISSION EXPIRES 0-14-2003


Notary Public

SCHEDULE A TO ASSIGNMENT OF TRADEMARKS

U.S. REGISTRATIONS

<u>MARK</u>	<u>REGISTRATION NO.</u>
MEDIALINE	2,446,732
JUPITER	2,236,822
BANNERLINE	2,013,561
BANNERLINE	2,019,540
SATURN	1,878,693
MERCURY	1,797,052