

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crystal Creative Products, Inc.		08/17/2004	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Cleo Inc		
Street Address:	4025 Viscount Avenue		
City:	Memphis		
State/Country:	TENNESSEE		
Postal Code:	38118		
Entity Type:	CORPORATION: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0614853	CRYSTEX	
CORRESPONDENCE DATA			
Fax Number:	(973)624-7070		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	973-622-4444		
Email:	wheller@mccarter.com		
Correspondent Name:	William J. Heller		
Address Line 1:	100 Mulberry Street		
Address Line 2:	4 Gateway Center		
Address Line 4:	Newark, NEW JERSEY 07101		
ATTORNEY DOCKET NUMBER:	18094/00009		
NAME OF SUBMITTER:	William J. Heller		
Total Attachments: 2			
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CH \$40.00 0614853

ASSIGNMENT OF TRADEMARKS AND GOODWILL

This Assignment is made effective as of the 17th day of August 2004, by and between Crystal Creative Products, Inc., an Ohio corporation with offices at 3120 South Verity Parkway, Middletown, Ohio 45044 ("Assignor") and Cleo Inc, a Tennessee corporation with offices at 4025 Viscount Avenue, Memphis, Tennessee 38118 ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in and to the trademarks and trademark registrations listed and/or described on Appendix A attached hereto and made a part hereof, and all of the goodwill associated therewith (the "Marks"); and

WHEREAS, Assignor has agreed to assign the Marks to Assignee.

NOW THEREFORE, for the sum of one dollar (\$1.00), and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, grant and convey to Assignee all right, title and interest in the Marks, and all issued registrations with respect to same, as well as the goodwill related to the Marks and the right to sue for past infringement of the Marks. Assignor will execute any and all further documents necessary to transfer to Assignee title in and to the Marks.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment on the day and year first above written.

CRYSTAL CREATIVE PRODUCTS, INC.

By:



Name: Everett S. Liddell

Title: Senior Vice President, Human Resources & Administration

Appendix A

TRADEMARK

REGISTRATION NO.

REGISTRATION DATE

CRYSTEX (Stylized)

614,853

October 25, 1955

NWK2: 436461.01