

# TRADEMARK ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Norwood Promotional Products, Inc.		11/01/2004	CORPORATION: DELAWARE

## RECEIVING PARTY DATA

Name:	Norwood Operating Company
Doing Business As:	Norwood Promotional Products
Street Address:	10 West Market Street, Suite 1400
Internal Address:	Legal - Trademarks
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46204
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	2006473	AUI
Registration Number:	1754165	PILLOWLINE
Registration Number:	1987179	SENTRY PACK
Registration Number:	2028873	STYLE-RITE
Serial Number:	76514525	NORWOOD
Serial Number:	76473222	ECON-O-LINE
Serial Number:	76533406	SENTRY SAFETY
Serial Number:	76533403	SENTRY SAFETY
Serial Number:	76543819	SYMPHONY DIARIES
Serial Number:	76543600	GOOD VALUE CALENDARS
Serial Number:	76425997	MOOD METERS
Serial Number:	76573657	KOOZIE

CH \$315.00 2006473

900014878

TRADEMARK  
REEL: 002968 FRAME: 0547

CORRESPONDENCE DATA

Fax Number: (317)275-2578

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 317-275-7722

Email: hdeorto@norwood.com

Correspondent Name: Norwood Promotional Products

Address Line 1: 10 West Market Street, Suite 1400

Address Line 2: Legal - Trademarks

Address Line 4: Indianapolis, INDIANA 46204

ATTORNEY DOCKET NUMBER:

ASSIGN NPPI TO NOC

NAME OF SUBMITTER:

Heather DeOrto

Total Attachments: 4

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## **ASSIGNMENT OF TRADEMARKS AND REGISTRATIONS AND APPLICATIONS**

WHEREAS, Norwood Promotional Products, Inc., a Delaware Corporation, (hereinafter referred to as "Assignor"), having an ongoing and existing business with a principal place of business at 10 West Market Street, Suite 1400, Indianapolis, Indiana 46204, is the owner of the trademarks and corresponding registrations and applications identified on **EXHIBIT A** attached hereto and made a part hereof (hereinafter referred to as the "Trademarks," "Registrations" and "Applications"), all of which are held in the name of Assignor on the records of the U.S. Patent and Trademark Office and other applicable Trademark Authorities and Offices in international jurisdictions; and

WHEREAS, Norwood Operating Company, LLC, a Delaware Corporation (hereinafter referred to as "Assignee"), having a principal place of business at 10 West Market Street, Suite 1400, Indianapolis, Indiana 46204, is desirous of acquiring all of Assignor's rights in and to the Trademarks, Registrations and Applications, including the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers unto Assignee all of its right, title and interest in and to the Trademarks, Registrations and Applications, together with the goodwill of the business symbolized thereby, including the right to sue and collect for any past or other infringement thereof under the laws of all jurisdictions.

With respect to the assignment of the Applications, Assignor acknowledges that Assignee is the successor to that portion of the business of Assignor to which the subject Trademarks pertain, which business is ongoing and existing, as contemplated under Section 10 of the Trademark Act, 15 U.S.C. 1060 and under the laws of international jurisdictions, as applicable.

Assignor hereby covenants and agrees, upon Assignee's written request and without further remuneration, (a) to communicate to Assignee or its legal representatives all facts known to and readily ascertainable by Assignor respecting any of the Trademarks, Registrations or Applications; and (b) to execute all

lawful documents and instruments, make all rightful oaths or declarations, and generally do such other things as are reasonable, necessary and appropriate to aid Assignee and Assignee's successors and assigns in confirming, preserving and protecting all rights in and to the Trademarks, Registrations and Applications (and any registrations or renewals therefor) in the United States or elsewhere.

IN WITNESS WHEREOF, Assignor has caused this instrument of assignment to be signed by the duly authorized individual identified below.

Dated this 1<sup>st</sup> day of November, 2004.

**ASSIGNOR:**  
**NORWOOD PROMOTIONAL PRODUCTS,**  
**INC.**

By: \_\_\_\_\_

Kathleen R. Burns  
Title: Vice-President & Secretary

**ASSIGNEE:**  
**NORWOOD OPERATING COMPANY, LLC**

By: \_\_\_\_\_

Kathleen R. Burns  
Title: Vice-President & Secretary

STATE OF INDIANA

COUNTY OF MARION

Before me, the undersigned, a Notary Public, in and for said County and State, this 1<sup>st</sup> day of November, 2004, personally appeared Kathleen R. Burns of Norwood Promotional Products, Inc., and acknowledged the execution of the foregoing instrument.

\_\_\_\_\_  
Notary Public

Print Name: Heather J. DeOrto

Signed this 1<sup>st</sup> day of November, 2004.

Commission Number 482576

My Commission Expires: July 27, 2008

Residing in Marion County

## **EXHIBIT A**

### **ASSIGNED TRADEMARKS AND REGISTRATIONS AND APPLICATIONS**

The assigned Trademarks and Registrations and Applications include the following:

<b>Norwood matter number</b>	<b>Jurisdiction</b>	<b>Trademark</b>	<b>Registration number</b>	<b>Application number</b>	<b>International class</b>
0211	Brazil	NORWOOD		826059112	35
0212	Canada	KOOZIE		1217362	21
0213	India	NORWOOD		1249659	35
0214	Mexico	NORWOOD		629661	35
0215	Panama	NORWOOD		131781-01	35
0216	Canada	NORWOOD		1196021	35
0217	Philippines	NORWOOD		4-2003-0010461	35
0218	Taiwan	NORWOOD		92065654	35
0219	Australia	NORWOOD		820262	35
0220	Mexico	KOOZIE		0110077	21
0221	US	KOOZIE		76573657	21
227	US	SENTRY SAFETY		76533406	5

<b>Norwood matter number</b>	<b>Jurisdiction</b>	<b>Trademark</b>	<b>Registration number</b>	<b>Application number</b>	<b>International class</b>
228	US	SENTRY SAFETY		76/533403	35
229	US	CUBE-PAD		76542625	35
230	US	SYMPHONY DIARIES		76543819	16
231	US	GOOD VALUE		76543600	16
232	US	MOOD METERS		76425997	16
0160	US	ECON-O-LINE		76473222	35
084	US	AUI	2006473	74342806	16
085	US	PILLOWLINE SENTRY	1754165	74280207	35
086	US	PACK & DESIGN	1987179	74712963	5, 9, 28
087	US	STYLE- RITE	2028873	75056027	35
098	US	NORWOOD		76514525	35
099	Madrid	NORWOOD	820262	Z1230067	35