

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
GPOA, L.P.		12/01/2004	LIMITED PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA

Name:	GPA Acquisition Company, Inc.
Street Address:	1151 West 40th Street
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60609
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	76039534	ULTRA BAK PLUS
Serial Number:	75376736	AMERICA'S LABEL EXPERT
Serial Number:	75371280	
Serial Number:	75354555	ULTRA FILM
Serial Number:	75328078	GPA
Serial Number:	75327685	ULTRA-TAC
Serial Number:	75327579	ULTRA-BAK
Serial Number:	73085908	GUMMED PAPERS OF AMERICA
Serial Number:	76499009	ULTRA DIGITAL
Serial Number:	76499007	ULTRA DIGITAL

CORRESPONDENCE DATA

Fax Number: (214)981-3400
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 214-981-3319

CH \$265.00 76039534

Email: mroberts@sidley.com
Correspondent Name: Elisabeth A. Evert
Address Line 1: 717 North Harwood
Address Line 2: Suite 3400
Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER:

14313-10170

NAME OF SUBMITTER:

Susan Roberts

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is entered into this first day of December, 2004, by and between GPA Acquisition Company, Inc., a Delaware corporation (the "Assignee"), and GPOA, L.P., a Delaware limited partnership ("Assignor").

WHEREAS, Assignor owns all right, title and interest in, and is the sole and exclusive owner of, the trademarks listed on Schedule A, together with all registrations therefor, attached hereto and incorporated herein (hereafter collectively referred to as "Marks"); and

WHEREAS, pursuant to an Asset Purchase Agreement dated as of December 1, 2004 (the "Purchase Agreement"), between Assignor and Assignee, Assignor desires to assign, sell and transfer to Assignee all of Assignor's right, title and interest in and to the Marks and Assignee is desirous of acquiring the same;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, sell and transfer to Assignee all of Assignor's right, title and interest in and to the Marks, including, without limitation, the good will associated with the Marks, the registrations and applications for registration therefor, the right to sue for past infringement thereof, and all the benefits of the Marks.

FURTHER, Assignor agrees to execute and provide to Assignee promptly after its execution and delivery of the Assignment of Trademarks such further instruments and documents and assignments as may be reasonably requested by Assignee and reasonably necessary to effectuate the purpose of this Assignment of Trademarks and to enable Assignee to record in Assignee's name all of Assignor's rights in and to the Marks with the U.S. Patent and Trademark Office or any other appropriate governmental agency.

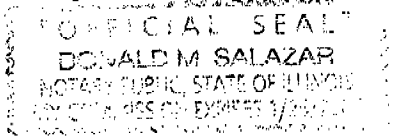
IN WITNESS WHEREOF, Assignor and Assignee have executed this assignment as of the date first written above.

Robert W. Bruml
GPOA, L.P.
By: Robert W. Bruml
Title: Authorized Person

Michael W. Trimberger
GPA Acquisition Company, Inc.
By: Michael W. Trimberger
Title: Secretary

State of Illinois)
)
County of Cook)

On this first day of December, 2004, before me appeared Michael W. Trimberger, the person who signed this instrument on behalf of GPA Acquisition Company, Inc., who acknowledged that he/she signed it on behalf of the identified corporation as the Secretary of the identified corporation and pursuant to authority duly received.



Donald M. Salazar
Notary Public

State of Illinois)
)
County of Cook)

On this first day of December, 2004, before me appeared Robert Bruml, the person who signed this instrument on behalf of GPOA, L.P., who acknowledged that he/she signed it on behalf of the identified partnership as the Authorized Person of the identified corporation and pursuant to authority duly received.



Donald M. Salazar
Notary Public

<Assignment of Trademarks>

Schedule A

Registered Marks

Mark	Registration Number/Application Numbers
America's Label Expert	2,295,005
GPA	2190767
GPA Logo	2,260,470
Gummed Papers of America	1071648
Ultra Bak Plus	2543544
Ultra Digital	76/499009
Ultra Digital	76/499007
Ultra Film	2198291
Ultra-Bak	2208469
Ultra-Tac	2178490

Unregistered Marks

Ultra-Jet
Ultra-Laser
Ultra-Fast
Ultra-CIS

<Assignment of Trademarks>