

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Crane Plastics Company LLC		01/03/2005	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Crane Plastics Manufacturing Ltd.		
<b>Street Address:</b>	2141 Fairwood Avenue		
<b>Internal Address:</b>	P.O. Box 1047		
<b>City:</b>	Columbus		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	43216		
<b>Entity Type:</b>	Limited Liability Company:		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2532894	THE SHAPE OF INNOVATION	
Registration Number:	2550908		
Registration Number:	2610243	PERMACHOICE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(614)792-5536		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	614-792-5555		
<b>Email:</b>	jstandley@standleyllp.com		
<b>Correspondent Name:</b>	Standley Law Group LLP		
<b>Address Line 1:</b>	495 Metro Place South		
<b>Address Line 2:</b>	Suite 210		
<b>Address Line 4:</b>	Dublin, OHIO 43017-5319		
<b>NAME OF SUBMITTER:</b>	Jeffrey S. Standley		
<b>Signature:</b>	/Jeffrey S. Standley/		

CH \$90.00 2532894

Date:

01/03/2005


**Total Attachments: 2**

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ASSIGNMENT

WHEREAS, Crane Plastics Company LLC, a limited liability company organized under the laws of the State of Ohio and having an office at 2141 Fairwood Avenue, P.O. Box 1047, City of Columbus, State of Ohio, Zip Code 43216 ("ASSIGNOR") is the owner of the entire right, title and interest in and to the following trademark registrations:

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
	2,550,908	3/19/2002
THE SHAPE OF INNOVATION	2,532,894	1/22/2002
PERMACHOICE	2,610,243	8/20/2002

WHEREAS, Crane Plastics Manufacturing Ltd., a limited liability company organized under the laws of the State of Ohio and having an office at 2141 Fairwood Avenue, P.O. Box 1047, City of Columbus, State of Ohio, Zip Code 43216 ("ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said trademark registrations, together with the goodwill of the business in connection with which said trademarks are used.

FOR AT LEAST ONE U.S. DOLLAR (\$1.00) AND FOR OTHER GOOD AND VALUABLE CONSIDERATION, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE the entire right, title and interest in and to the above-listed trademark registrations, and in and to the goodwill of the business in connection with which said trademarks are used, the same to be held and enjoyed by said ASSIGNEE for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by said ASSIGNOR, if this assignment had not been made; together will all claims for damages by reasons of past infringement of said

trademarks, with the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

CRANE PLASTICS COMPANY LLC  
"ASSIGNOR"

By: [Signature]

Print Name: TIMOTHY T. MILLER

Title: SECRETARY, GENERAL COUNSEL & CA

Date: 1/3/05

STATE OF OHIO :  
COUNTY OF Franklin :

SS.

Before me personally appeared TIMOTHY T. MILLER to me known to be the same person described in and who executed the foregoing instrument, and acknowledged that he executed the same, of his own free will and for the purposes set forth.

Sworn to before me and subscribed in my presence this 3<sup>RD</sup> day of JANUARY, 2005.

Kimberly A. Tracey  
Notary Public RIMBERLY A. TRACEY  
NOTARY PUBLIC, STATE OF OHIO  
MY COMMISSION EXPIRES 4-25-2006