

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
Banta Corporation		04/08/2005	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	TIDI Products, LLC		
Street Address:	570 Enterprise Drive		
City:	Neenah		
State/Country:	WISCONSIN		
Postal Code:	54956		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2520812	DRI-PERF	
Registration Number:	2284171	FOOD CARE	
Registration Number:	2301279	KIDS KRITTERS	
CORRESPONDENCE DATA			
Fax Number:	(202)756-8087		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202.756.8000		
Email:	rkim@mwe.com		
Correspondent Name:	Richard Y. Kim		
Address Line 1:	600 13th Street, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005-3096		
NAME OF SUBMITTER:	Richard Y. Kim		
Signature:	/Richard Y. Kim/		
Date:	05/05/2005		

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Total Attachments: 3

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**ASSIGNMENT OF TRADEMARK AND
TRADEMARK REGISTRATION RIGHTS**

WHEREAS, Banta Corporation, a Wisconsin corporation ("Company"), is the owner of the trademark applications and registrations set forth on Exhibit A attached hereto (the "Registrations") for the trademarks (the "Registered Trademarks") listed in the Registrations; and

WHEREAS, TIDI Products, LLC, a Delaware limited liability company ("Buyer"), has agreed to acquire all of Company's right, title and interest in and to the Registered Trademarks, and Company has agreed to transfer to Buyer all of Company's right, title and interest in and to the Registered Trademarks, along with the good will of the business in which the marks are used.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, Company hereby sells, assigns and transfers to Buyer, its successors and assigns, Company's entire right, title and interest in and to, and the use of, the Registered Trademarks and all renewals thereof, including all common law rights in the Registered Trademarks, together with the goodwill of the business in which the marks are used, and together with any and all claims and demands that Company (in each case either itself or through its predecessors) may have, at law or in equity, whether presently known, unknown, accrued or to accrue, arising out of past or present infringements of the Registered Trademarks, including, without limitation, the right to recover all claims for damages and compensation. Such right, title and interest shall be held and enjoyed by Buyer, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Company if this assignment and sale had not been made.

Nothing contained in this instrument shall be deemed to modify, amend or supersede any of the obligations or agreements of Company or Buyer contained in that certain Asset Purchase Agreement, dated as of February 12, 2005, among Buyer, Company and Banta Corporation, a Wisconsin corporation (the "Purchase Agreement"). In the event of any conflict or inconsistency between the terms and conditions of this instrument and the terms and conditions of the Purchase Agreement, the terms and conditions of the Purchase Agreement shall prevail. This instrument shall be binding upon Company, its successors and assigns, and shall inure to the benefit of Buyer, its successors and assigns.

[The next page is the signature page.]

IN WITNESS WHEREOF, Company has caused its duly authorized officer to execute and deliver this instrument as of April _____, 2005.

BANTA CORPORATION

By: Michael Tobin
Name: Michael Tobin
Title: Asst. Secretary

State of Wis.)
County of Winnebago) SS.

Before me, a notary of the state and county aforesaid, personally appeared Michael Tobin, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself to be a duly elected, qualified and acting officer of Banta Corporation, and that this person executed the foregoing instrument for the purposes therein stated, by signing the name of the corporation as a duly elected, qualified and acting officer.

IN WITNESS HEREOF, I hereunto set my hand and seal of my office on this 04th day of April, 2005.

(Seal)

[Signature]
Notary Public

My Commission Expires: is permanent

EXHIBIT A

<u>Trademark Description</u>	<u>Application Number</u>	<u>Registration Number</u>	<u>Registration Date</u>
DRI-PERF	75/748,432	2,520,812	12/18/01
FOOD CARE	75/313,365	2,284,171	10/05/99
KIDS KRITTERS	75/322,831	2,301,279	12/21/99