## 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            |
|------------------------------|----------|----------------|------------------------|
| Banta Healthcare Group, Ltd. |          | 04/01/2005     | 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: 16

| Property Type        | Number  | Word Mark     |
|----------------------|---------|---------------|
| Registration Number: | 1094187 | ACCO          |
| Registration Number: | 1909082 | ACCOLADE      |
| Registration Number: | 1952634 | BRUSH STROKES |
| Registration Number: | 1648763 | CENTURY II    |
| Registration Number: | 852384  | DETECTORAY    |
| Registration Number: | 874323  | FABRICEL      |
| Registration Number: | 613979  | KAY-PEES      |
| Registration Number: | 852385  | LAMINO        |
| Registration Number: | 1687078 | OMNISORB      |
| Registration Number: | 865779  | STAY-DRI      |
| Registration Number: | 2199447 | TIDI          |
| Registration Number: | 1778984 | ТІДІ ТООТН    |
| Registration Number: | 1596209 | TI-DI-SAU-RUS |
| Registration Number: | 2237442 | VENTURE       |
|                      |         | TRADEMARK     |

TRADEMARK "

REEL: 003078 FRAME: 0741

900024220

| Serial Number: | 78502757 | VENTURE |  |
|----------------|----------|---------|--|
| Serial Number: | 78502766 | VENTURE |  |

#### **CORRESPONDENCE DATA**

Fax Number: (202)756-8087

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

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       |

#### Total Attachments: 4

source=Banta Healthcare Assignment#page1.tif source=Banta Healthcare Assignment#page2.tif source=Banta Healthcare Assignment#page3.tif source=Banta Healthcare Assignment#page4.tif

> TRADEMARK REEL: 003078 FRAME: 0742

# ASSIGNMENT OF TRADEMARK AND TRADEMARK REGISTRATION RIGHTS

WHEREAS, Banta Healthcare Group, Ltd., 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, Company also has used and uses the unregistered trademarks set forth in Exhibit A ("Unregistered Trademarks" and has whatever rights it may have in the Unregistered marks under common law; 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 the Unregistered Marks (collectively referred to as "Trademarks" unless separate identification is required), and Company has agreed to transfer to Buyer all of Company's right, title and interest in and to the Registered Trademarks and the Unregistered 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 Trademarks and all renewals thereof, including all common law rights in the Trademarks, together with the goodwill of the business in which the Trademarks 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 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.]

001.1791747.1

TRADEMARK
REEL: 003078 FRAME: 0743

| IN WITNESS WHEREOF, Compa execute and deliver this instrument as of April,  | ny has caused its duly authorized officer to 2005.   |
|---|--|
|   | BANTA HEALTHCARE GROUP, LTD.   |
|   | By: Mudal Ela  |
|   | Name: Michael F. Tobin Title: Assistant Treasurer  |
| State of <u>NISCONSIN</u> )  County of <u>Nimebago</u> )  SS.   |  |
| Before me, a notary of the state Michael 10011 with whom I am personally acquainted evidence), and who, upon oath, acknowledged hims officer of Banta Healthcare Group, Ltd., and that I purposes therein stated, by signing the name of the corand acting officer. | elf to be a duly elected, qualified and acting<br>se executed the foregoing instrument for the |
| IN WITNESS HEREOF, I hereunto s day of April, 2005.   | set my hand and seal of my office on this 15th   |
| My Commission Expires: 15 psrmunent   | Notáry Public  |

### EXHIBIT A

| Registered Trademarks      | Application<br><u>Number</u> | Registration<br>Number | Registration <u>Date</u> |
|----------------------------|------------------------------|------------------------|--------------------------|
| ACCO                       | 73/117,264                   | 1,094,187              | 06/27/78                 |
| ACCOLADE                   | 74/422,877                   | 1,909,082              | 08/01/95                 |
| BRUSH STROKES              | 74/576,314                   | 1,952,634              | 01/30/96                 |
| CENTURY II                 | 73/831,723                   | 1,648,763              | 06/25/91                 |
| DETECTORAY                 | 72/277,299                   | 852,384                | 07/09/68                 |
| FABRICEL                   | 72/299,121                   | 874,323                | 08/05/69                 |
| KAY-PEES                   | 71/649,029                   | 613,979                | 10/11/55                 |
| LAMINO                     | 72/277,300                   | 852,385                | 07/09/68                 |
| OMNISORB                   | 74/087,660                   | 1,687,078              | 05/12/92                 |
| STAY-DRI                   | 72/279,549                   | 865,779                | 03/04/69                 |
| TIDI                       | 75/269,006                   | 2,199,447              | 10/27/98                 |
| TIDI TOOTH                 | 74/302,292                   | 1,778,984              | 06/29/93                 |
| TI-DI-SAU-RUS              | 73/788,996                   | 1,596,209              | 05/15/90                 |
| VENTURE*                   | 75/260,377                   | 2,237,442              | 04/06/99                 |
| VENTURE                    | 78/502,757                   | Application<br>Pending | Application<br>Pending   |
| VENTURE                    | 78/502,766                   | Application<br>Pending | Application<br>Pending   |
| Unregistered Trademarks    |                              |                        |                          |
| TIDI Toes                  |                              |                        |                          |
| ENCORE                     |                              |                        |                          |
| TIDI "T" DESIGN            |                              |                        |                          |
| UNDER THE SEA STOCK DESIGN |                              |                        |                          |

3

001.1798269

TRADEMARK REEL: 003078 FRAME: 0745

| RAINING CATS AND DOGS STOCK  |  |
|------------------------------|--|
| DESIGN                       |  |
| BUGS AND THINGS STOCK DESIGN |  |
| WATERCOLORS STOCK DESIGN     |  |
| PASTEL VINES STOCK DESIGN    |  |
| PEDIATRIC COMBO STOCK DESIGN |  |
| SCHOOLTIME STOCK DESIGN      |  |

<sup>\* --</sup> Company is not now using this trademark and does not intend to preserve this mark.

001.1798269

**RECORDED: 05/05/2005** 

-