

TRADEMARK ASSIGNMENT

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
Rock-Tenn Company		07/15/2005	CORPORATION:

RECEIVING PARTY DATA	
Name:	Rock-Tenn Converting Company
Street Address:	504 Thrasher Street
City:	Norcross
State/Country:	GEORGIA
Postal Code:	30071
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 32

Property Type	Number	Word Mark
Serial Number:	74260514	ROCK-TENN
Serial Number:	73112807	RT
Serial Number:	74260504	RT
Serial Number:	78217133	C 2 ART ENTERTAINMENT
Serial Number:	78206513	ART ENTERTAINMENT
Serial Number:	78033600	BLUECUDA
Serial Number:	75818565	CONCEPT TO CONSUMER
Serial Number:	78433077	DISPLAYNOW AN ALLIANCE COMPANY
Serial Number:	78408612	RETAIL NAVIGATOR
Serial Number:	78408600	RETAIL NAVIGATOR NETWORK
Serial Number:	78351096	DURAFRAME
Serial Number:	78429404	DURAFREEZE
Serial Number:	78305180	MILLENNIUM BOARD
Serial Number:	78038982	MILLMASK

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Serial Number:	76408930	ROCKSOURCE
Serial Number:	78496350	ZIP STRIP
Serial Number:	76034044	ADVANTAEDGE
Serial Number:	76454420	
Serial Number:	78201661	FORMATIONS
Serial Number:	78009227	AXIOM
Serial Number:	78021675	CIRRUS
Serial Number:	78255314	RT ROCK TENN FLUTED BOARD BLUE LABEL
Serial Number:	78254411	ROCK TENN LAMINATED BOARD GREEN LABEL
Serial Number:	78256898	R ROCK TENN LINER BOARD TAN LABEL
Serial Number:	78255681	ROCK DAVEY TENN EST. 1842 SOLID BOARD RED LABEL
Serial Number:	78256840	RT ROCK TENN SPECIALTY BOARD WHITE LABEL
Serial Number:	75853614	UNICASE
Serial Number:	75698835	IT'S HIP TO BE SQUARE
Serial Number:	75770720	ROCK WALL
Serial Number:	75759742	RT-ULTRA BEAM
Serial Number:	78552360	MAXPDQ
Serial Number:	78603272	PALLET 234

CORRESPONDENCE DATA

Fax Number: (612)339-3061
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 612-373-6970
Email: Csteffey@slwk.com
Correspondent Name: Charles E. Steffey
Address Line 1: 121 South 8th Street, 1600 TCF Tower
Address Line 4: Minneapolis, MINNESOTA 55402

NAME OF SUBMITTER:	Charles E. Steffey
Signature:	/charles e steffey/
Date:	07/19/2005

Total Attachments: 3
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TRADEMARK ASSIGNMENT

In exchange for good and valuable consideration paid by or on behalf of ROCK-TENN CONVERTING COMPANY, a Georgia corporation, having its principal place of business at 504 Thrasher Street, Norcross, Georgia 30071, (hereinafter "Assignee"), the receipt and adequacy of which are hereby acknowledged, Rock-Tenn Company, a Georgia corporation, having its principal place of business at 504 Thrasher Street, Norcross, Georgia 30071, (hereinafter "Assignor"), does hereby assign and transfer unto Assignee, its successors, assigns and legal representatives, all of the right, title, and interest in and to the trademarks (including Registrations, pending applications to register trademarks and pending Intent to Use trademark applications) identified on Schedule A attached hereto, together with the goodwill of the business symbolized thereby in connection with the goods and services with which the marks are used including without limitation, all proceeds thereof, all rights of action and recovery for past, present and future infringements thereof and all rights to secure renewals and extensions thereof, the same to be held and enjoyed by Assignee for its own use and benefit and the use and benefit of its successors, assigns and legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor, had this Assignment not been made.

IN WITNESS WHEREOF, this Assignment is made as of this 15th day of July, 2005.

ROCK-TENN COMPANY

By: 

Name: Steven C. Voorhees
Title: Executive Vice President

RSB

SCHEDULE A

Name	Country	Serial No.	File Date	Reg. No.	Reg. Date
Rock-Tenn	U.S.	260,514	30-March-1992	1,738,532	1-Dec-1992
RT & Design	U.S.	112,807	14-Jan-1977	1,079,374	13-Dec-1977
RT (Stylized)	U.S.	260,504	30-March-1992	1,738,315	8-Dec-1992
RT Design	Canada	636,326	12-Feb-1997	TMA485,530	14-Nov-1997
ART Entertainment (Design Mark)	U.S.	78/217,133	20-Feb-2003	2,944,934	26-Apr-2005
ART Entertainment (Service Mark)	U.S.	78/206,513	23-Jan-2003	2,949,856	10-May-2005
BlueCuda	U.S.	78/033,600	2-Nov-2000	2,933,884	15-March-2005
BlueCuda	Canada	1,100,668	24-Apr-2001		24-Apr-2001
BlueCuda	Mexico	482,895		711,310	14-Aug-2001
Cold Sell	U.S.	75/706,107	13-May-1999	2,332,823	21-Mar-2000
Cold Sell and Design	U.S.		13-May-1999	2,332,816	21-Mar-2000
Concept to Consumer	U.S.	75/818,565	06-Oct-1999	2,440,344	3-Apr-2001
Display Now & Design	U.S.	78/433,077	10-Jun-2004		
Display Now & Design	Mexico	691,063	2-Dec-2004		
Display Now & Design	Canada	1,235,854	28-Oct-2004		
Display Now & Design	Puerto Rico		22-Nov-2004		
Display Now & Design	EC	4,092,342	25-Oct-2004		
Retail Navigator & Design	U.S.	78/408,612	27-Apr-2004		
Retail Navigator Network	U.S.	78/408,600	27-Apr-2004		
Duraframe	U.S.	78/351,096	13-Jan-2004		
Duraframe	Canada	1,240,021	1-Dec-2004		
DuraFreeze	U.S.	78/429,404	3-Jun-2004		
DuraFreeze	Canada	1,235,839	27-Oct-2004		
Millennium Board	U.S.	78/305180	25-Sep-2003	2,879,897	31-Aug-2004
Millennium Board	Canada	1,240,020	01-Dec-2004		
MillMask	Mexico	490,135		716,886	25-Sep-2001
MillMask	U.S.	78/038,982	12-Dec-2000	2,707,972	15-Apr-2003
MillMask	Canada	1,105,875	12-Jun-2001	TMA616,556	11-Aug-2004
RockSource	U.S.	78/408,930	16-May-2002	2,709,081	22-Apr-2003
Zip Strip	U.S.	78/496,350	7-Oct-2004		
AdvantaEdge	U.S.	76/034,044	25-April-2000	2,595,368	16-Jul-2002
AdvantaEdge	Canada	1,079,853	24-Oct-2000	TMA595523	24-Nov-2003
AdvantaEdge	Mexico	454,645		731,004	30-Jan-2002
Customer Support Group Design Logo	U.S.	76/454,420	23-Sep-2002		
Box and Design	Canada	1,168,947	21-Feb-2003		
Formations	U.S.	78/201,661	9-Jan-2003		
Formations	Mexico	606,841		800,582	22-Jul-2003
Formations	Canada	1,180,006	3-Jun-2003		
Adom	U.S.	9,227	22-May-2000	2,483,867	26-Aug-2001

Name	Country	Serial No.	File Date	Reg. No.	Reg. Date
Axiom	Canada	1,083,287	20-Nov-2000	TMA573,779	16-Jan-2003
Axiom	Mexico	458,848		691,376	27-Mar-2001
Cirrus	U.S.	21,675	17-Aug-2000	2,670,265	31-Dec-2002
RT Fluted Board Blue Label	U.S.	78/255,314	2-Jun-2003		
RT Laminated Board Green Label	U.S.	78/254,411	2-Jun-2003	2,914,474	28-Dec-2004
RT Liner Board Tan Label	U.S.	78/256,898	2-Jun-2003	2,904,844	23-Nov-2004
RT Solid Board Red Label	U.S.	78/255,681	2-Jun-2003	2,906,336	30-Nov-2004
RT Specialty Board White Label	U.S.	78/256,840	2-Jun-2003	2,937,706	5-Apr-2005
RT Specialty Board White Label	Canada	1,198,651	2-Dec-2003		
RT Specialty Board White Label	Mexico		2-Dec-2003	824,684	12-Mar-2004
RT Specialty Board White Label	EC	356,213	2-Dec-2003		
RT Specialty Board White Label	Brazil		2-Dec-2003		
RT Specialty Board White Label	China	3,824,431	2-Dec-2003		
RT Specialty Board White Label	Argentina		2-Dec-2003		
RT Specialty Board White Label	Chile	647,782	2-Dec-2003		
RT Specialty Board White Label	Australia	980,798	2-Dec-2003	980,798	3-Sep-2004
RT-Graphic Paperboard	U.S.	75/715,926	27-May-1999	2,424,611	30-Jan-2001
Uni-Case	U.S.	75/853,614	22-Nov-1999	2,456,917	5-Jun-2001
It's Hip to be Square	U.S.	698,835	06-May-1999	2,329,604	14-Mar-2000
RockWall	U.S.	770,720	09-Aug-1999	2,355,283	6-Jun-2000
RT-UltraBeam	U.S.	759,742	26-July-1999	2,436,441	20-Mar-2001
MAX PDQ	US	78/552,360	24-Jan-2005		
Pallet 234	US	78/603,272	6-Apr-2005		
Rock-Tenn Recycling Company	Canada	636,325	12-Feb-1997	TMA469,714	11-Feb-1998