

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
Target Brands, Inc.		12/13/2005	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	ACCO Brands Corporation		
Street Address:	300 Tower Parkway		
City:	Lincolnshire		
State/Country:	ILLINOIS		
Postal Code:	60069		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2604760	OPTIMA	
CORRESPONDENCE DATA			
Fax Number:	(414)227-0656		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4142716560		
Email:	mkeipdocket@michaelbest.com		
Correspondent Name:	Ariana G. Voigt		
Address Line 1:	100 E. Wisconsin Avenue		
Address Line 2:	Suite 3300		
Address Line 4:	Milwaukee, WISCONSIN 53202-4108		
ATTORNEY DOCKET NUMBER:	010398-9272 US 00		
NAME OF SUBMITTER:	Stephen Lee		
Signature:	/stephen lee/		
Date:	12/21/2005		

CH \$40.00 2604760

Total Attachments: 1
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ASSIGNMENT OF REGISTRATION OF A MARK

WHEREAS, Target Brands, Inc., a Minnesota corporation having an address of 1000 Nicollet Mall, TPS-3165, Minneapolis, Minnesota 55403 (hereinafter "Assignor") has adopted, is using, and is the owner of the following registration in the United States Patent and Trademark Office (the "Mark"):

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
OPTIMA	2,604,760	August 6, 2002

; and

WHEREAS, ACCO Brands Corporation, a Delaware corporation of 300 Tower Parkway, Lincolnshire, Illinois 60069 (hereinafter "Assignee") is desirous of acquiring said Mark and the above registration thereof, and Assignor is desirous of assigning the Mark and registration.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the Mark, the above-identified registration of said Mark, and the rights to past infringement and to collect proceeds for such infringements of the Mark.

TARGET BRANDS, INC.
("Assignor")

By: [Signature]

Name: STEPHEN LEE

Title: SECRETARY

State of Minnesota)
County of Hennepin) ss

Signed and sworn to before me this 13th day of December, 2005.

[Signature]
Notary Public
My Commission Expires: 1/31/2010

