

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
Sellotape GB Ltd.		01/01/2004	CORPORATION: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	Henkel Ltd.
Street Address:	Apollo Court, 2 Bishops Square
Internal Address:	Business Park
City:	Hatfield, Herts
State/Country:	UNITED KINGDOM
Postal Code:	AL10 9BY
Entity Type:	CORPORATION: UNITED KINGDOM

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	2712391	CELLUX
Registration Number:	1778892	SELLOTAPE
Registration Number:	2424362	ELEPHANT TAPE SELLOTAPE
Serial Number:	78148001	SELLOTAPE

CORRESPONDENCE DATA

Fax Number: (610)270-8193
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Email: nicole.fulton@us.henkel.com
Correspondent Name: Christel Emerson
Address Line 1: 2200 Renaissance Blvd.
Address Line 2: The Triad, Suite 200
Address Line 4: Gulph Mills, PENNSYLVANIA 19406

DOMESTIC REPRESENTATIVE

900038586

**TRADEMARK
 REEL: 003216 FRAME: 0774**

CH \$115.00 2712391

Name: Christel Emerson
Address Line 1: 2200 Renaissance Blvd.
Address Line 2: The Triad, Suite 200
Address Line 4: Gulph Mills, PENNSYLVANIA 19406

NAME OF SUBMITTER:	Nicole M. Fulton
Signature:	/nicole m. fulton/
Date:	12/27/2005

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, Sellotape GB Ltd. (hereinafter "Assignor"), a corporation organized and existing under the laws of Great Britain, located at Humphrys Road, The Woodside Estate, Dunstable, Bedfordshire LU5 4TA, Great Britain, is the owner of the trademarks and U.S. Trademark Registrations thereof set forth in Schedule A attached hereto; and

WHEREAS, Henkel Ltd. (hereinafter "Assignee"), a corporation organized and existing under the laws of Great Britain, with a principal place of business located at Apollo Court, 2 Bishops Square, Business Park, Hatfield, Herts AL10 9BY, Great Britain, desires to acquire the entire right, title and interest in and to said trademarks and the trademark registrations therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, and its successors and assigns, the entire right, title and interest in the trademarks and U.S. trademark registrations therefor, together with the good will symbolized by said trademarks and together with the right to sue for damages or other remedies in respect of any infringement of such rights prior to the date hereof.

IN WITNESS WHEREOF, Assignor and Assignee have signed this Trademark Assignment effective as of the first day of January, 2004.

SELLOTAPE GB LTD.

By: *R. Ferneyhough*
Name: **R. FERNEYHOUGH**
Title: **Company Secretary**

By: *V. Wankel*
Name: **V. WANKEL**
Title: **V.P. HENKEL (UK)**

HENKEL LTD.

By: *D. Graham*
Name: **D. GRAHAM**
Title: **COMPANY SECRETARY**

By: *R. Ferneyhough*
Name: **R. FERNEYHOUGH**
Title: **DIRECTOR**

**SCHEDULE A
U.S. ASSIGNMENT FROM
SELLOTAPE GB LTD.
TO HENKEL LTD.**

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
CELLUX	2712391	5/6/2003
SELLOTAPE	1778892	6/29/1993
SELLOTAPE ELEPHANT TAPE and Design	2424362	1/30/2001

<u>Trademark</u>	<u>Application No.</u>	<u>Filing Date</u>
SELLOTAPE	78/148001	7/26/2002