

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	10/07/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Menasha Corporation		01/23/2006	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	LeveragePoint Media Corp.
Street Address:	2895 Greenspoint Parkway
Internal Address:	Suite 250
City:	Hoffman Estates
State/Country:	ILLINOIS
Postal Code:	60195
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	2743021	SHELFWISE
Registration Number:	2843953	BBQ EDGE
Registration Number:	2799455	COOLER CLING
Registration Number:	2796045	DOUBLEHEADER
Registration Number:	2801503	HISPANIC EDGE
Registration Number:	2808850	INSTA-MOBILE
Registration Number:	2700501	OFF THE PUMP
Registration Number:	2388401	OFF THE SHELF
Registration Number:	2793165	PROMOTE ON MILK
Registration Number:	2748918	RXEDGE
Registration Number:	1678497	SHELF SHOUTER
Registration Number:	2794628	SHELFSCENTS

CH \$415.00 2743021

Registration Number:	2928768	SNAP-IN
Registration Number:	2810778	VERSA-BIN
Registration Number:	2810777	VERSA-BOX
Registration Number:	3002829	YOUR BEST RX FOR A STRONG ROI

CORRESPONDENCE DATA

Fax Number: (312)554-3301
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312.554.3300
Email: docket@wwrfirm.com
Correspondent Name: Roger H. Stein
Address Line 1: 311 South Wacker Drive
Address Line 2: 53rd Floor
Address Line 4: Chicago, ILLINOIS 60606-6630

ATTORNEY DOCKET NUMBER:	5830 W 001 TMK REGS.
NAME OF SUBMITTER:	Roger H. Stein
Signature:	/Roger H. Stein/
Date:	01/27/2006

Total Attachments: 2
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**CONFIRMATORY (NUNC PRO TUNC) ASSIGNMENT
OF TRADEMARK AND/OR SERVICE MARK REGISTRATIONS**

WHEREAS, MENASHA CORPORATION, a Wisconsin corporation of 1645 Bergstrom Road, Neenah, Wisconsin 54957-0367 (hereinafter "MENASHA"), was the owner of the trademarks and service marks listed on the attached Schedule A;

WHEREAS, LEVERAGEPOINT MEDIA CORP., a Wisconsin corporation of 2395 Greenspoint Parkway, Suite 250, Hoffman Estates, Illinois 60195 (hereinafter "LEVERAGEPOINT"), was desirous of acquiring all right, title and interest in and to the foregoing trademarks and/or service marks, together with the goodwill of the business with which the marks are used and which are symbolized by the marks, and the right of recovery in all legal actions based on such marks;

WHEREAS, MENASHA warrants it was the owner of the foregoing trademarks and service marks and has no knowledge that title in and to said trademarks and/or service marks has been adversely affected in any manner;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, MENASHA does hereby confirm the assignment and transfer as of October 7, 2004, MENASHA's entire right, title and interest in and to the foregoing trademarks and/or service marks therefor, together with the goodwill of the business in connection with which the marks are used and which are symbolized by the marks, as fully and entirely as the same would have been held and enjoyed by it if this Assignment had not been made, including the right to pursue all actions based on such marks and to recover for past infringement or violations of law relating to said marks, the same to be held and enjoyed by LEVERAGEPOINT and its legal representatives, successors and assigns, for its own use and enjoyment, and for the use and enjoyment of its assigns, successors, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by MENASHA had this Assignment not been made.

This Nunc Pro Tunc Assignment is executed at Neenah, Wisconsin the 23rd day of January, 2006, and effects the assignment of said trademarks and/or service marks as of January 23, 2006.

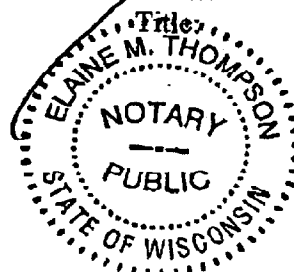
MENASHA CORPORATION

Date: 1/23/2006

By: Thomas Bender
Name:

Subscribed and sworn to before me this 23rd day of January, 2006.

Elaine M. Thompson
NOTARY PUBLIC /237866



TRADEMARK

REEL: 003235 FRAME: 0388

SCHEDULE A

<u>Trademark/Service Mark</u>	<u>Country</u>	<u>Registration Number</u>	<u>Registration Date</u>
SHELFWISE	U.S.	2,743,021	July 29, 2003
BBQ EDGE	U.S.	2,843,953	May 18, 2004
COOLER CLING	U.S.	2,799,455	December 23, 2003
DOUBLEHEADER	U.S.	2,796,045	December 16, 2003
HISPANIC EDGE	U.S.	2,801,503	December 30, 2003
INSTA-MOBILE	U.S.	2,808,850	January 27, 2004
OFF THE PUMP	U.S.	2,700,501	March 25, 2003
OFF THE SHELF	U.S.	2,388,401	September 19, 2000
PROMOTE ON MILK	U.S.	2,793,165	December 9, 2003
RXEDGE	U.S.	2,748,918	August 5, 2003
SHELF SHOUTER	U.S.	1,678,497	March 10, 1992
SHELFSCENTS	U.S.	2,794,628	December 16, 2003
SNAP-IN	U.S.	2,928,768	March 1, 2005
VERSA-BIN	U.S.	2,810,778	February 3, 2004
VERSA-BOX	U.S.	2,810,777	February 3, 2004
YOUR BEST RX FOR A STRONG ROI	U.S.	3,002,829	September 27, 2005
BBQ EDGE	Mexico	781772	February 28, 2003
HISPANIC EDGE	Mexico	781773	February 28, 2003
OFF THE PUMP	Canada	601744	February 10, 2004
PROMOTE ON MILK	Mexico	781774	February 28, 2003
SHELFSCENTS	Canada	621556	October 4, 2004