

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Norwood Operating Company		08/05/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Norwood Operating Company, LLC
Street Address:	105 East 6th Street, Suite 300
City:	Austin
State/Country:	TEXAS
Postal Code:	78701
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 34

Property Type	Number	Word Mark
Registration Number:	2098870	RITEPOINT
Registration Number:	1465391	SUPRA
Registration Number:	2047162	TRI-AD PLUS
Registration Number:	2208965	WASHBURN LABORATORIES
Registration Number:	1209674	THE TRIUMPH LINE
Registration Number:	2333457	ADVERTISING UNLIMITED
Registration Number:	1522588	STYLE-RITE
Registration Number:	1441604	DESIGNER LINE
Registration Number:	1574781	THE ACTION LINE
Registration Number:	1975196	GOLFERS 911
Registration Number:	1003874	AIR TEX
Registration Number:	1502777	BARLOW
Registration Number:	2036881	BTS
Registration Number:	2538411	WHEN IMAGE IS EVERYTHING

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Registration Number:	1489383	KOOZIE KUP
Registration Number:	2505415	HEMISPHERE
Registration Number:	3035648	TEE OFF
Registration Number:	2927209	ECON-O-LINE
Registration Number:	2894578	NORWOOD
Registration Number:	2924635	MOOD METERS
Registration Number:	2956573	GOOD VALUE CALENDARS
Registration Number:	3089681	BALM ARGENTA
Registration Number:	2423824	LOGO-DOME
Registration Number:	3051358	SYMPHONY DIARIES
Registration Number:	2006473	AUI
Registration Number:	1754165	PILLOWLINE
Registration Number:	1987179	SENTRY PACK
Registration Number:	2028873	STYLE-RITE
Registration Number:	2240955	ADVERTISING UNLIMITED
Serial Number:	78841063	CUBE PAD
Serial Number:	76533406	SENTRY SAFETY
Serial Number:	78841118	A W
Serial Number:	76573657	KOOZIE
Serial Number:	76533403	SENTRY SAFETY

CORRESPONDENCE DATA

Fax Number: (949)451-4220
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 949-451-3800
Email: dsegal@gibsondunn.com
Correspondent Name: David A. Segal
Address Line 1: 4 Park Plaza, 15th Floor
Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:	66586-00001
NAME OF SUBMITTER:	David A. Segal
Signature:	/david a. segal/
Date:	07/11/2006

Total Attachments: 17
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Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED ARE TRUE AND CORRECT COPIES OF ALL DOCUMENTS ON FILE OF "NORWOOD OPERATING COMPANY, LLC" AS RECEIVED AND FILED IN THIS OFFICE.

THE FOLLOWING DOCUMENTS HAVE BEEN CERTIFIED:

CERTIFICATE OF INCORPORATION, FILED THE THIRTEENTH DAY OF MAY, A.D. 2002, AT 4:08 O'CLOCK P.M.

CERTIFICATE OF MERGER, FILED THE TWENTIETH DAY OF DECEMBER, A.D. 2002, AT 10:58 O'CLOCK A.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE FIRST DAY OF JANUARY, A.D. 2003.

CERTIFICATE OF MERGER, FILED THE TWENTY-SIXTH DAY OF DECEMBER, A.D. 2002, AT 2:36 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE TWENTY-EIGHTH DAY OF DECEMBER, A.D. 2002.

CERTIFICATE OF CONVERSION, CHANGING ITS NAME FROM "NORWOOD OPERATING COMPANY" TO "NORWOOD OPERATING COMPANY, LLC", FILED THE FIFTH DAY OF AUGUST, A.D. 2004, AT 2:33 O'CLOCK P.M.



3524763 8100H

060507519

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4776248

DATE: 05-25-06

TRADEMARK
REEL: 003345 FRAME: 0190

Delaware

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The First State

CERTIFICATE OF FORMATION, FILED THE FIFTH DAY OF AUGUST,
A.D. 2004, AT 2:33 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE AFORESAID
CERTIFICATES ARE THE ONLY CERTIFICATES ON RECORD OF THE
AFORESAID LIMITED LIABILITY COMPANY, "NORWOOD OPERATING COMPANY,
LLC".

3524763 8100H

060507519



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4776248

DATE: 05-25-06

TRADEMARK
REEL: 003345 FRAME: 0191

**CERTIFICATE OF INCORPORATION
OF
NORWOOD OPERATING COMPANY**

I, the undersigned natural person acting as an incorporator of a corporation (hereinafter called the "Corporation") under the General Corporation Law of the State of Delaware, do hereby adopt the following Certificate of Incorporation for the Corporation:

FIRST: The name of the Corporation is Norwood Operating Company.

SECOND: The registered office of the Corporation is located at 1209 Orange Street, Wilmington, New Castle County, Delaware 19801. The name of the registered agent of the Corporation at such address is The Corporation Trust Company.

THIRD: The purpose for which the Corporation is organized is to engage in any and all lawful acts and activity for which corporations may be organized under the General Corporation Law of Delaware. The Corporation will have perpetual existence.

FOURTH: The total number of shares of stock which the Corporation shall have authority to issue is 10,000 shares of capital stock, designated common stock, par value \$0.01 per share ("Common Stock").

FIFTH: The name of the incorporator of the Corporation is John A. Menchaca, II, and the mailing address of such incorporator is 2200 One American Center, 600 Congress Avenue, Austin, Texas 78701.

SIXTH: Directors of the Corporation need not be elected by written ballot unless the bylaws of the Corporation otherwise provide.

SEVENTH: The directors of the Corporation shall have the power to adopt, amend, and repeal the bylaws of the Corporation.

EIGHTH: No contract or transaction between the Corporation and one or more of its directors, officers, or stockholders or between the Corporation and any person (as used herein "person" means other corporation, partnership, association, firm, trust, joint venture, political subdivision, or instrumentality) or other organization in which one or more of its directors, officers, or stockholders are directors, officers, or stockholders, or have a financial interest, shall be void or voidable solely for this reason, or solely because the director or officer is present at or participates in the meeting of the board or committee which authorizes the contract or transaction, or solely because his, her, or their votes are counted for such purpose, if: (i) the material facts as to his or her relationship or interest and as to the contract or transaction are disclosed or are known to the board of directors or the committee, and the board of directors or committee in good faith authorizes the contract or transaction by the affirmative votes of a majority of the disinterested directors, even though the disinterested directors be less than a quorum; or (ii) the material facts as to his or her

relationship or interest and as to the contract or transaction are disclosed or are known to the stockholders entitled to vote thereon, and the contract or transaction is specifically approved in good faith by vote of the stockholders; or (iii) the contract or transaction is fair as to the Corporation as of the time it is authorized, approved, or ratified by the board of directors, a committee thereof, or the stockholders. Common or interested directors may be counted in determining the presence of a quorum at a meeting of the board of directors or of a committee which authorizes the contract or transaction.

NINTH: The Corporation shall indemnify any person who was, is, or is threatened to be made a party to a proceeding (as hereinafter defined) by reason of the fact that he or she (i) is or was a director or officer of the Corporation or (ii) while a director or officer of the Corporation, is or was serving at the request of the Corporation as a director, officer, partner, venturer, proprietor, trustee, employee, agent, or similar functionary of another foreign or domestic corporation, partnership, joint venture, sole proprietorship, trust, employee benefit plan, or other enterprise, to the fullest extent permitted under the Delaware General Corporation Law, as the same exists or may hereafter be amended. Such right shall be a contract right and as such shall run to the benefit of any director or officer who is elected and accepts the position of director or officer of the Corporation or elects to continue to serve as a director or officer of the Corporation while this Article Tenth is in effect. Any repeal or amendment of this Article Tenth shall be prospective only and shall not limit the rights of any such director or officer or the obligations of the Corporation with respect to any claim arising from or related to the services of such director or officer in any of the foregoing capacities prior to any such repeal or amendment to this Article Tenth. Such right shall include the right to be paid by the Corporation expenses incurred in defending any such proceeding in advance of its final disposition to the maximum extent permitted under the Delaware General Corporation Law, as the same exists or may hereafter be amended. If a claim for indemnification or advancement of expenses hereunder is not paid in full by the Corporation within sixty (60) days after a written claim has been received by the Corporation, the claimant may at any time thereafter bring suit against the Corporation to recover the unpaid amount of the claim, and if successful in whole or in part, the claimant shall also be entitled to be paid the expenses of prosecuting such claim. It shall be a defense to any such action that such indemnification or advancement of costs of defense are not permitted under the Delaware General Corporation Law, but the burden of proving such defense shall be on the Corporation. Neither the failure of the Corporation (including its board of directors or any committee thereof, independent legal counsel, or stockholders) to have made its determination prior to the commencement of such action that indemnification of, or advancement of costs of defense to, the claimant is permissible in the circumstances nor an actual determination by the Corporation (including its board of directors or any committee thereof, independent legal counsel, or stockholders) that such indemnification or advancement is not permissible shall be a defense to the action or create a presumption that such indemnification or advancement is not permissible. In the event of the death of any person having a right of indemnification under the foregoing provisions, such right shall inure to the benefit of his or her heirs, executors, administrators, and personal representatives. The rights conferred above shall not be exclusive of any other right which any person may have or hereafter acquire under any statute, by-law, resolution of stockholders or directors, agreement, or otherwise.

The Corporation may additionally indemnify any employee or agent of the Corporation to the fullest extent permitted by law.

As used herein, the term "proceeding" means any threatened, pending, or completed action, suit, or proceeding, whether civil, criminal, administrative, arbitrative, or investigative, any appeal in such an action, suit, or proceeding, and any inquiry or investigation that could lead to such an action, suit, or proceeding.

TENTH: A director of the Corporation shall not be personally liable to the Corporation or its stockholders for monetary damages for breach of fiduciary duty as a director, except for liability (i) for any breach of the director's duty of loyalty to the Corporation or its stockholders, (ii) for acts or omissions not in good faith or which involve intentional misconduct or knowing violation of law, (iii) under Section 174 of the Delaware General Corporation Law, or (iv) for any transaction from which the director derived an improper personal benefit. Any repeal or amendment of this Article Eleventh by the stockholders of the Corporation shall be prospective only, and shall not adversely affect any limitation on the personal liability of a director of the Corporation arising from an act or omission occurring prior to the time of such repeal or amendment. In addition to the circumstances in which a director of the Corporation is not personally liable as set forth in the foregoing provisions of this Article Eleventh, a director shall not be liable to the Corporation or its stockholders to such further extent as permitted by any law hereafter enacted, including without limitation any subsequent amendment to the Delaware General Corporation Law.

I, the undersigned, for the purpose of forming the Corporation under the laws of the State of Delaware, do make, file, and record this Certificate of Incorporation and do certify that this is my act and deed and that the facts stated herein are true and, accordingly, I do hereunto set my hand on this 13th day of May, 2002.



 John A. Menchaca, II

I, the undersigned incorporator of Norwood Operating Company, a corporation to be filed with the Delaware Secretary of State, do hereby disclaim any and all interests in said corporation.



 John A. Menchaca, II

**CERTIFICATE OF MERGER
OF
AIR-TEX CORPORATION
(a Delaware corporation),
ARTMOLD PRODUCTS CORPORATION,
(a Delaware corporation),
BARLOW PROMOTIONAL PRODUCTS, INC.
(a Delaware corporation),
NORWOOD.COM, INC.
(a Delaware corporation),
RADIO CAP COMPANY, INC.
(a Delaware corporation),
NORWOOD LCP, INC.
(an Indiana corporation),
AND
GERBER INDUSTRIES, LTD.
(an Arizona corporation)
WITH AND INTO
NORWOOD OPERATING COMPANY
(a Delaware corporation)**

Pursuant to the provisions of Section 252 of the General Corporation Law of the State of Delaware (the "GCL"), Air-Tex Corporation, a Delaware corporation ("Air-Tex"), Artmold Products Corporation, a Delaware corporation ("Artmold"), Barlow Promotional Products, Inc., a Delaware corporation ("Barlow"), Norwood.com, Inc., a Delaware corporation ("Norwood.com"), Radio Cap Company, Inc., a Delaware corporation ("Radio Cap"), Norwood LCP, Inc., an Indiana corporation ("Norwood LCP"), Gerber Industries, Ltd., an Arizona corporation ("Gerber") and Norwood Operating Company, a Delaware corporation ("Norwood Operating"), do hereby adopt the following Certificate of Merger for the purpose of merging Air-Tex, Artmold, Barlow, Norwood.com, Radio Cap, Norwood LCP, and Gerber with and into Norwood Operating.

1. The name and state of incorporation of each of the constituent corporations of the merger are as follows:

<u>NAME</u>	<u>STATE OF INCORPORATION</u>
Air-Tex Corporation	Delaware
Artmold Products Corporation	Delaware
Barlow Promotional Products, Inc.	Delaware
Norwood.com, Inc.	Delaware
Radio Cap Company, Inc.	Delaware
Norwood LCP, Inc.	Indiana
Gerber Industries, Ltd.	Arizona
Norwood Operating Company	Delaware

2. The laws of the States of Delaware, Arizona, and Indiana permit such merger.

3. An Agreement and Plan of Merger (the "Plan") has been approved, adopted, certified, executed and acknowledged by each of the constituent corporations in accordance with Section 252 of the GCL.

4. The surviving corporation of the merger will be Norwood Operating upon effectiveness of the merger in accordance with the Agreement and Plan of Merger (the "Plan"), and it is to be governed by the laws of the State of Delaware.

5. The approval of the Plan was duly authorized by all action required by the laws under which each of the constituent corporations was incorporated or organized and by their constituent documents.

6. The certificate of incorporation of Norwood Operating shall be the certificate of incorporation of the surviving corporation. The bylaws of Norwood Operating shall be the bylaws of the surviving corporation.

7. The executed Plan is on file at the principal place of business of Norwood Operating, such address being 106 East 6th Street, Suite 300, Austin, Texas 78701.

8. A copy of the Plan will be furnished by Norwood Operating, the surviving corporation, on request and without cost to any stockholder of any constituent corporation.

9. The authorized capital stock of Norwood LCP is 1,000 shares of common stock, par value \$0.01 per share, of which 100 shares are issued and outstanding.

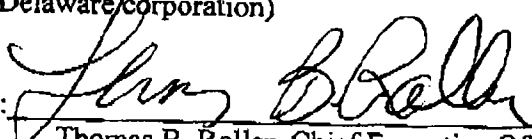
10. The authorized capital stock of Gerber is 50,000 shares of common stock, par value \$1.00 per share, of which 21,000 shares are issued and outstanding.

11. The effective date of this merger shall be January 1, 2003.

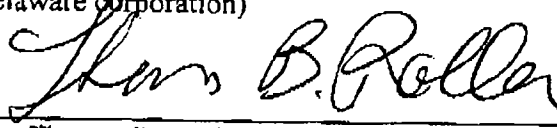
[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the undersigned have executed this Certificate of Merger as of the 18th day of December, 2002.


AIR-TEX CORPORATION
(a Delaware corporation)

By: 
Thomas B. Roller, Chief Executive Officer
and President


ARTMOLD PRODUCTS CORPORATION
(a Delaware corporation)

By: 
Thomas B. Roller, Chief Executive Officer
and President

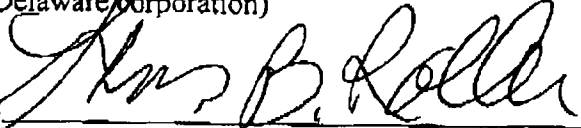
BARLOW PROMOTIONAL PRODUCTS, INC.
(a Delaware corporation)

By: 
Thomas B. Roller, Chief Executive Officer
and President

NORWOOD COM, INC.
(a Delaware corporation)

By: 
Thomas B. Roller, Chief Executive Officer
and President

RADIO CAP COMPANY, INC.
(a Delaware corporation)

By: 
Thomas B. Roller, Chief Executive Officer
and President

1

NORWOOD LCP, INC.
(an Indiana corporation)

By: Thomas B. Roller
Thomas B. Roller, Chief Executive Officer
and President

GERBER INDUSTRIES, LTD.
(an Arizona corporation)

By: Thomas B. Roller
Thomas B. Roller, Chief Executive Officer
and President

NORWOOD OPERATING COMPANY
(a Delaware corporation)

By: Thomas B. Roller
Thomas B. Roller, Chief Executive Officer
and President

**CERTIFICATE OF MERGER
OF
JANESVILLE GROUP LIMITED
(a Wisconsin corporation)
AND
SOUVENIR, INC.
(an Iowa corporation)
WITH AND INTO
NORWOOD OPERATING COMPANY
(a Delaware corporation)**

*STATE OF DELAWARE
SECRETARY OF STATE
DIVISION OF CORPORATIONS
FILED 02:36 PM 12/26/2002
020799433 - 3524763*

Pursuant to the provisions of Section 252 of the General Corporation Law of the State of Delaware (the "GCL"), Janesville Group Limited, a Wisconsin corporation ("Janesville"), Souvenir, Inc., an Iowa corporation ("Souvenir"), and Norwood Operating Company, a Delaware corporation ("Norwood Operating"), do hereby adopt the following Certificate of Merger for the purpose of merging Janesville and Souvenir with and into Norwood Operating.

1. The name and state of incorporation of each of the constituent corporations of the merger are as follows:

<u>NAME</u>	<u>STATE OF INCORPORATION</u>
Janesville Group Limited	Wisconsin
Souvenir, Inc.	Iowa
Norwood Operating Company	Delaware

2. The laws of the States of Delaware, Wisconsin, and Iowa permit such merger.

3. An Agreement and Plan of Merger (the "Plan") has been approved, adopted, certified, executed and acknowledged by each of the constituent corporations in accordance with Section 252 of the GCL.

4. The surviving corporation of the merger will be Norwood Operating upon effectiveness of the merger in accordance with the Agreement and Plan of Merger (the "Plan"), and it is to be governed by the laws of the State of Delaware.

5. The approval of the Plan was duly authorized by all action required by the laws under which each of the constituent corporations was incorporated or organized and by their constituent documents.

6. The certificate of incorporation of Norwood Operating shall be the certificate of incorporation of the surviving corporation. The bylaws of Norwood Operating shall be the bylaws of the surviving corporation.

7. The executed Plan is on file at the principal place of business of Norwood Operating, such address being 106 East 6th Street, Suite 300, Austin, Texas 78701.

8. A copy of the Plan will be furnished by Norwood Operating, the surviving corporation, on request and without cost to any stockholder of any constituent corporation.

9. The authorized capital stock of Janesville is 1,750,000 shares of common stock, par value \$0.01 per share, of which 1,750,000 shares are issued and outstanding.

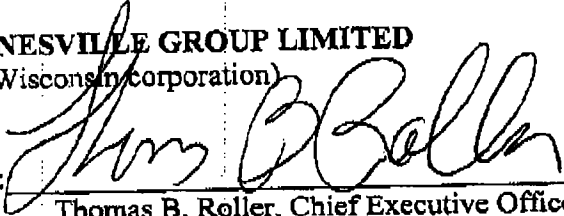
10. The authorized capital stock of Souvenir is 1,000,000 shares of common stock, par value \$10.00 per share, of which 61,733 shares are issued and outstanding.

11. The effective date of this merger shall be December 28, 2002.

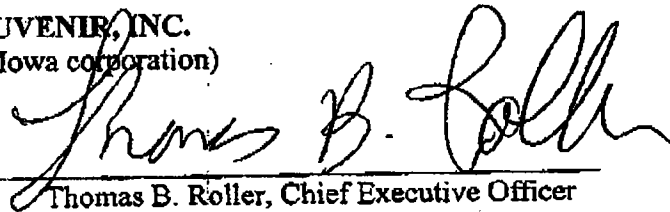
[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the undersigned have executed this Certificate of Merger as of the 18th day of December, 2002.

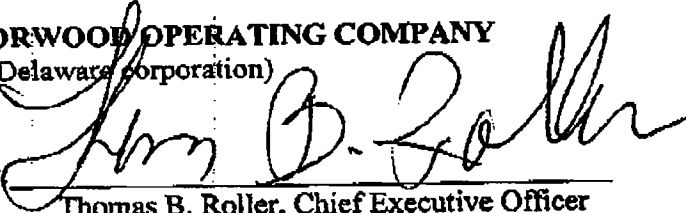
JANESVILLE GROUP LIMITED
(a Wisconsin corporation)

By: 
Thomas B. Roller, Chief Executive Officer
and President

SOUVENIR, INC.
(an Iowa corporation)

By: 
Thomas B. Roller, Chief Executive Officer
and President

NORWOOD OPERATING COMPANY
(a Delaware corporation)

By: 
Thomas B. Roller, Chief Executive Officer
and President

**CERTIFICATE OF CONVERSION
TO LIMITED LIABILITY COMPANY
OF
NORWOOD OPERATING COMPANY**

1. The name of the corporation immediately prior to the filing of this Certificate of Conversion to Limited Liability Company is Norwood Operating Company.
2. On May 13, 2002, the original certificate of incorporation of Norwood Operating Company was filed with the Secretary of State of Delaware.
3. The name of the limited liability company into which the corporation is being converted is Norwood Operating Company, LLC.
4. The conversion to a limited liability company has been approved in accordance with the provisions of Section 266 of the Delaware General Corporation Law.

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AUG-05-2004 14:10

CT CORP.

THOMAS B ROLLER

317 846 2795

513 621 0116

P.02/04

Aug-02-04 03:56am From:Jones Day

614 461 4100

T-673 P.019/018 F-245

P.0

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of Conversion to Limited Liability Company on August 5, 2004.

NORWOOD OPERATING COMPANY

By:

Name:

Title:

Thomas B Roller
Thomas B Roller
President & CEO

COI-1276007v2

CERTIFICATE OF FORMATION

OF

NORWOOD OPERATING COMPANY, LLC

1. The name of the limited liability company is Norwood Operating Company, LLC.
2. The address of its registered office in the State of Delaware is Corporation Trust Center, 1209 Orange Street, Wilmington, New Castle County, Delaware 19801. The name of its registered agent at such address is The Corporation Trust Company.

[Remainder of Page Blank – Signature Page Follows]

AUG-05-2004 14:18

CT CORP.

513 621 0116 P.03/04

THOMAS B ROLLER

317 846 2795

P. 7

AME-V4-04 03:00PM PROD-JOBEE Day

618 461 4109

T-873 P.014/018 F-245

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of
Formation on August 5, 2004.

NORWOOD PROMOTIONAL
PRODUCTS, INC.

By:

Name:

Title:

Thomas B. Roller
~~Thomas B. Roller~~
~~President~~

COI-1216906v1

CONSENT TO USE OF NAME

Norwood Operating Company, a Delaware corporation, hereby consents to the formation of Norwood Operating Company, LLC, a Delaware limited liability company, and to the use of such name by such entity.

Dated: August 5, 2004

NORWOOD OPERATING COMPANY

By:

Name:

Title:

Thomas B. Roller
THOMAS B ROLLER
President and CEO

COI-1277136v1