

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
EFFECTIVE DATE:	12/05/2006		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Petters Consumer Brands, LLC		12/05/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Polaroid Corporation		
Street Address:	1265 Main Street		
City:	Waltham		
State/Country:	MASSACHUSETTS		
Postal Code:	02451		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78353889	GET TO THE FUN FASTER	
CORRESPONDENCE DATA			
Fax Number:	(952)294-2785		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	952-936-5532		
Email:	polaroiddocket@ngelaw.com		
Correspondent Name:	Colleen M. Sarenpa		
Address Line 1:	4400 Baker Road		
Address Line 4:	Minnetonka, MINNESOTA 55343		
NAME OF SUBMITTER:	Colleen M. Sarenpa		
Signature:	/Colleen M. Sarenpa/		
Date:	12/06/2006		

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TRADEMARK  
REEL: 003439 FRAME: 0481



## ASSIGNMENT

WHEREAS, Petters Consumer Brands, LLC, a limited liability company organized under the laws of the State of Delaware, having a place of business at 4400 Baker Road, Minnetonka, Minnesota 55343 ("Assignor"), is the owner in the United States of U. S. Trademark Application No. 78/353,889 for the mark GET TO THE FUN FASTER together with all common law rights in such mark and the goodwill of the business associated therewith (collectively hereinafter the "Mark"); and

WHEREAS, Polaroid Corporation, organized under the laws of the State of Delaware, having a place of business at 1265 Main Street, Waltham, Massachusetts 02451 ("Assignee"), is desirous of obtaining all right, title and interest in and to the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

(i) Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Mark;

(ii) Assignor acknowledges and agrees that Assignee is the successor to the business of the applicant or that portion thereof to which the mark pertains; and

(iii) Assignor agrees to execute and deliver to Assignee without further consideration, all documents, instruments and assignments that Assignee may require in order to effect and/or evidence the assignment and transfer to Assignee of all right, title and interest in and to the Mark.

Date: 12/5/06

By:

PETTERS CONSUMER BRANDS, LLC

  
David E. Baer, Secretary