

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
PaperlinX Investments (Europe) Limited		07/01/2006	Private Limited Liability Company: UNITED KINGDOM

**RECEIVING PARTY DATA**

<b>Name:</b>	PaperlinX Brands (Europe) Ltd.
<b>Street Address:</b>	Units 1 & 2, Bricklayers Arms, Mandela Way
<b>City:</b>	London
<b>State/Country:</b>	UNITED KINGDOM
<b>Postal Code:</b>	SE1 5SP
<b>Entity Type:</b>	Private Limited Liability Company: UNITED KINGDOM

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2557755	HELLO

**CORRESPONDENCE DATA**

Fax Number: (215)965-1210  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 215-965-1257  
 Email: csmith@akingump.com  
 Correspondent Name: Maureen C. Kassner  
 Address Line 1: 2005 Market Street  
 Address Line 2: One Commerce Square, Suite 2200  
 Address Line 4: Philadelphia, PENNSYLVANIA 19103

<b>ATTORNEY DOCKET NUMBER:</b>	209896.5006
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**DOMESTIC REPRESENTATIVE**

Name: Maureen C. Kassner  
 Address Line 1: 2005 Market Street

CH \$40.00 2557755

Address Line 2: One Commerce Square, Suite 2200  
Address Line 4: Philadelphia, PENNSYLVANIA 19103

NAME OF SUBMITTER:	Maureen C. Kassner
Signature:	/Maureen C. Kassner/
Date:	12/06/2006
Total Attachments: 1 source=HELLO (& Device)#page1.tif	

**Trademark Assignment**

WHEREAS, PaperfinX Investments (Europe) Limited, a private limited liability company incorporated under the laws of England and Wales, with a principal place of business at Units 1 & 2, Bricklayers Arms, Mandela Way, London SE1 5SP, United Kingdom ("Assignor"), owns and is using the following mark which is registered and subsisting on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein ("the Mark"):

Mark  
HELLO (& Device)

Registration No.  
2,557,755

WHEREAS, PaperfinX Brands (Europe) Ltd., a private limited liability company incorporated under the laws of England and Wales, with a principal place of business at Units 1 & 2, Bricklayers Arms, Mandela Way, London SE1 5SP, United Kingdom ("Assignee"), desires to acquire the Mark and the above-referenced registration:

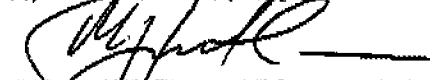
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all rights, title and interest in and to the Mark together with the goodwill of the business symbolized by the Mark, and the registration relating thereto.

**Domestic Representative**

The Assignor appoints the firm of Akin Gump Strauss Hauer & Feld, LLP, 2005 Market Street, Suite 2200, Philadelphia, Pennsylvania 19103-7086 as its domestic representative, upon whom notices or process in proceedings affecting the mark may be served.

**ASSIGNOR:**

PaperfinX Investments (Europe) Limited



Name: MARK JONATHAN SMITHERAM

Title: DIRECTOR

Dated effective as of: July 1, 2006