

## 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
Alcoa Inc.		04/20/2007	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Southern Graphic Systems, Inc.		
Street Address:	2823 South Floyd Street		
City:	Louisville		
State/Country:	KENTUCKY		
Postal Code:	40209-1821		
Entity Type:	CORPORATION: KENTUCKY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78615995	ODDS	
CORRESPONDENCE DATA			
Fax Number:	(215)655-2617		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	jay.johnston@dechert.com		
Correspondent Name:	James J. Johnston		
Address Line 1:	Cira Centre, 2929 Arch Street		
Address Line 2:	Dechert LLP		
Address Line 4:	Philadelphia, PENNSYLVANIA 19104-2808		
NAME OF SUBMITTER:	Kristina M. Case		
Signature:	/Kristina Case/		
Date:	04/23/2007		
Total Attachments: 1 source=ODDS assignment#page1.tif			

CH 78615995 \$40.00

900075074

TRADEMARK  
REEL: 003527 FRAME: 0148

**TRADEMARK ASSIGNMENT**

WHEREAS, ALCOA INC. a Pennsylvania corporation with its principal place of business at Alcoa Corporate Center, 201 Isabella Street, Pittsburgh, Pennsylvania, 152125858 ("Assignor"), is the sole owner of all right, title, and interest in and to the U.S. trademark ODDS Serial No. 78/615,995 (the "Trademark");

WHEREAS, SOUTHERN GRAPHIC SYSTEMS, INC. a Kentucky corporation with its principal place of business at 2823 South Floyd Street, Louisville, Kentucky 40209-1821 ("Assignee"), is acquiring all right, title, and interest in and to the Trademark and all of the goodwill associated with the Trademark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto the Assignee its entire right, title and interest in and to the Trademark, together with that part of the goodwill of the business connected with and symbolized by the Trademark and the right to sue and recover damages and profits for third-party infringements, if any.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed this 20 day of April, 2007.

ALCOA INC.

By 

Name: Janet F. Duduski

Title: Asst Secretary

SOUTHERN GRAPHIC SYSTEMS, INC.

By 

Name: Benjamin F. Harmon IV

Title: Vice President, General Counsel  
and Secretary