

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Smurfit-Stone Container Enterprises, Inc.		05/10/2007	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Altiivity Packaging, LLC
<b>Street Address:</b>	1500 Nicholas Boulevard
<b>City:</b>	Elk Grove Village
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60007
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Serial Number:	78750676	SHAPEFX
Serial Number:	78750673	SHAPEFX
Serial Number:	78880703	MASTER IMPRESSIONS
Serial Number:	78801379	FORCE FLOW
Registration Number:	2562559	LITHOFLUTE
Registration Number:	1492914	DI-NA-CAL
Registration Number:	1516386	MASTERCOAT

**CORRESPONDENCE DATA**

Fax Number: (314)612-2323  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 314-621-5070  
 Email: gashbrook@armstrongteasdale.com  
 Correspondent Name: Thomas E. Nutter  
 Address Line 1: One Metropolitan Square, Suite 2600

CH \$190.00 78750676

Address Line 4: St. Louis, MISSOURI 63102-2740

ATTORNEY DOCKET NUMBER: 26966-2

NAME OF SUBMITTER: Thomas E. Nutter

Signature: /TEN-ATLLP/

Date: 05/11/2007

Total Attachments: 3  
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**TRADEMARK ASSIGNMENT**

**WHEREAS**, Smurfit-Stone Container Enterprises, Inc., a Delaware corporation having its principal place of business at 150 N. Michigan Avenue, Chicago, Illinois 60601 (hereinafter "ASSIGNOR"), is the owner of the entire right, title and interest in and to the following marks in the United States, and the U.S. trademark registrations or applications thereon;

<u>Marks</u>	<u>Registration or Serial No.</u>
LITHOFLUTE	2,562,559
DI-NA-CAL	1,492,914
MASTERCOAT	1,516,386

(hereinafter "TRADEMARKS").

**WHEREAS**, ASSIGNOR owns the following U.S. trademark applications for marks based on a bona fide intention to use the marks in commerce:

<u>Marks</u>	<u>Serial No.</u>
SHAPEFX	78/750,676
SHAPEFX LOGO	78/750,673
MASTER IMPRESSIONS	78/880,703
FORCE FLOW	78/801,379

(hereinafter "INTENT TO USE TRADEMARKS")

**WHEREAS**, Altivity Packaging, LLC, a Delaware Limited Liability Company, having its principal place of business at 1500 Nicholas Boulevard, Elk Grove Village, Illinois 60007 (hereinafter "ASSIGNEE"), is desirous of acquiring all right, title, and interest in and to the TRADEMARKS and INTENT TO USE TRADEMARKS throughout the world, and all right,

title, and interest in and to the U.S. registrations and applications on the TRADEMARKS and INTENT TO USE TRADEMARKS;

**NOW, THEREFORE**, in consideration of one dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by ASSIGNOR;

1. ASSIGNOR agrees to, and hereby does, sell, assign, and transfer unto ASSIGNEE the entire right, title, and interest in and to the TRADEMARKS inside and outside the U.S., together with the U.S. registrations or applications thereon, all of the goodwill associated with the TRADEMARKS, and the right to sue and recover for infringements occurring prior to this assignment.

2. ASSIGNOR agrees to, and hereby does, sell, assign, and transfer unto ASSIGNEE the entire right, title, and interest in and to the INTENT TO USE TRADEMARKS inside and outside the U.S., together with the U.S. registrations or applications thereon, and all of the business and goodwill associated with the INTENT TO USE TRADEMARKS, and the right to sue and recover for infringements occurring prior to this assignment.

3. ASSIGNOR represents and warrants that at the time of making this assignment it is the owner of all right, title, and interest in and to the TRADEMARKS and INTENT TO USE TRADEMARKS, and all the goodwill therein; that it is the owner of all right, title and interest in and to the U.S. registrations and applications on the TRADEMARKS and INTENT TO USE TRADEMARKS; that the registrations and applications are currently in force; and that it has not licensed, mortgaged, or otherwise transferred any rights in the TRADEMARKS or the registrations or applications thereon to any person or entity other than ASSIGNEE.

SMURFIT-STONE CONTAINER ENTERPRISES, INC. ("ASSIGNOR")

Date: May 10, 2007

By: *C. A. Hunt*

Name: Craig A. Hunt

Title: Senior Vice President

ACKNOWLEDGEMENT

STATE OF Missouri )  
Notary Public ) SS  
OF )

On this 10th day of May, 2007, before me personally appeared **Craig A. Hunt**, of Smurfit-Stone Container Enterprises, Inc., to me known to be the person who executed the foregoing TRADEMARK ASSIGNMENT, and acknowledged that he executed same as his free act and deed.

*Jane C. Cicchitto*  
Notary Public

My Commission Expires:  
JANE C. CICCHITTO  
My Commission Expires  
September 20, 2010  
St. Louis County  
Commission #06522376

