

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
Newell Bloomsbury Co.		06/13/2007	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Sanford L.P.		
Street Address:	2707 Butterfield Road		
City:	Oak Brook		
State/Country:	ILLINOIS		
Postal Code:	60523		
Entity Type:	LIMITED PARTNERSHIP: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0243871	GAINSBOROUGH	
CORRESPONDENCE DATA			
Fax Number:	(646)424-0880		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	646-424-0770		
Email:	gdc@scgb-law.com		
Correspondent Name:	Jay A. Bondell		
Address Line 1:	292 Madison Avenue		
Address Line 2:	19th Floor (0066-246)		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	0066-246/JAB		
NAME OF SUBMITTER:	Jay A. Bondell		
Signature:	/Jay A. Bondell/		

CH \$40.00 0243871

Date:

06/18/2007

Total Attachments: 1

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QUITCLAIM TRADEMARK ASSIGNMENT

WHEREAS, Newell Bloomsbury Co., a New Jersey corporation having a principal place of business at 29 E. Stephenson Street, Freeport, Illinois 61032, United States of America ("Assignor"), is willing to assign any trademark rights it owns in US Trademark Registration No. 0243871 for the mark GAINSBOROUGH (stylized) (the "Trademark Registration") to Sanford L.P., a limited partnership formed under the laws of the State of Illinois, having a principal place of business at 2707 Butterfield Road, Oak Brook, Illinois 60523, United States of America ("Assignee").

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for US\$10 and other good and valuable consideration, the receipt of which is hereby acknowledged by Assignee, Assignor hereby assigns to Assignee all of Assignor's right, title and interest, if any, in and to the Trademark Registration, the right to recover for past infringement thereof, and any goodwill of the business represented by the Trademark Registration, and Assignee hereby accepts such assignment from Assignor.

Newell Bloomsbury Co.

By: [Signature]
Name: Lori Prokes
Title: Assistant Secretary

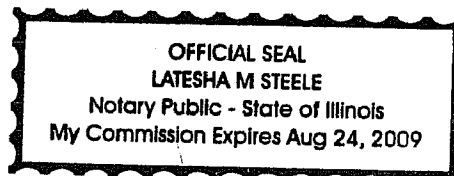
STATE OF ILLINOIS)
) SS
COUNTY OF DUPAGE)

On this 13TH day of June, 2007, ^{LORI A. PROKES} ~~Lisa Winger~~ being personally known to me, appeared before me, a Notary Public in and for the County and State aforesaid, and being first duly sworn, said and acknowledged that, as such officer, he signed and delivered the foregoing instrument as the free and voluntary act of said corporation, all pursuant to authority given by the Board of Directors of said corporation.

SUBSCRIBED and SWORN TO

before me this 13TH day of June, 2007

Latesha M. Steele
Notary Public



Sanford L.P.
By its General Partner, Newell Operating Company

By: [Signature]
Name: Lisa Winger
Title: Assistant Secretary

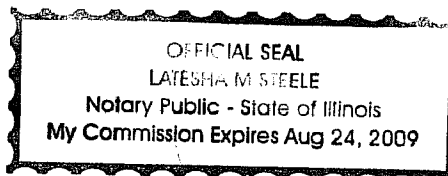
STATE OF ILLINOIS)
) SS
COUNTY OF DUPAGE)

On this 13TH day of June, 2007, Lisa Winger, being personally known to me, appeared before me, a Notary Public in and for the County and State aforesaid, and being first duly sworn, said and acknowledged that, as such officer, he signed and delivered the foregoing instrument as the free and voluntary act of said corporation, all pursuant to authority given by the Board of Directors of said corporation.

SUBSCRIBED and SWORN TO

before me this 13TH day of June, 2007

Latesha M. Steele
Notary Public



TRADEMARK