

**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
DYMO HOLDINGS, LLC		07/09/2007	LIMITED LIABILITY COMPANY: NEW YORK

**RECEIVING PARTY DATA**

<b>Name:</b>	SANFORD, L.P.
<b>Composed Of:</b>	COMPOSED OF NEWELL OPERATING COMPANY, A DELAWARE CORPORATION, GENERAL PARTNER; SANFORD INVESTMENT COMPANY, A DELAWARE CORPORATION, LIMITED PARTNER
<b>Street Address:</b>	2707 BUTTERFIELD ROAD
<b>Internal Address:</b>	SUITE 100
<b>City:</b>	OAK BROOK
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60523
<b>Entity Type:</b>	LIMITED PARTNERSHIP: DELAWARE

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Registration Number:	0702685	DYMO
Registration Number:	0754077	DYMO
Registration Number:	1310765	DYMO
Registration Number:	1877581	DYMO
Registration Number:	2211838	LABEL BUDDY
Registration Number:	2534475	LETRATAG
Registration Number:	3052261	RHINOPRO INDUSTRIAL LABELING TOOLS
Serial Number:	76647893	DYMO STAMPS

**CORRESPONDENCE DATA**

Fax Number: (630)481-1699

**900081284**

**TRADEMARK  
 REEL: 003576 FRAME: 0707**

**CH \$215.00 0702685**

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 630-481-1685  
Email: zee.darby@newellco.com  
Correspondent Name: Zakkiyya P. Darby  
Address Line 1: 2707 Butterfield Road  
Address Line 2: Suite 100  
Address Line 4: Oak Brook, ILLINOIS 60523

ATTORNEY DOCKET NUMBER:	NEWELLRUBBCORPREORG
NAME OF SUBMITTER:	Zakkiyya P. Darby
Signature:	/ZPD/
Date:	07/09/2007

**Total Attachments: 3**

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**ACTION OF THE SOLE MEMBER OF  
DYMO HOLDINGS, LLC  
TAKEN BY WRITTEN CONSENT**

The undersigned, being the sole member (the "Member") of DYMO Holdings, LLC, a New York limited liability company (the "Company"), pursuant to §9.1 of the Company's Operating Agreement, does hereby (i) consent to the adoption of the following resolutions and (ii) direct that this consent (the "Consent") be filed with the minutes of the proceedings of the Member of the Company:

**WHEREAS**, pursuant to the Company's merger with DYMO Holdings Corporation, a New York corporation ("DYMO Holdings"), the Company became the owner of the marks as listed in Exhibit A attached hereto (the "Marks");

**NOW, THEREFORE, BE IT RESOLVED**, the Member hereby authorizes the distribution of the Marks to the Member;

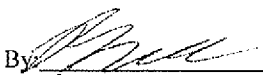
**FURTHER RESOLVED**, that the respective officers of the General Partner of the Member or any officers of the Member be and hereby are, authorized, directed and empowered to authorize the execution of all other agreements, instruments and documents and to do and cause to be done all such further acts and things on behalf of the Member acting on behalf of the Company as the officers may deem necessary or advisable to give effect to the foregoing resolutions;

**FURTHER RESOLVED**, that all actions previously taken by any representatives of the Member of the Company with respect to the foregoing resolutions are hereby approved, ratified and confirmed in all respects; and

**IN WITNESS WHEREOF**, the undersigned has executed this Consent as of this 12<sup>th</sup> day of January, 2007.

SANFORD, L.P.

By: Newell Operating Company,  
its General Partner

By:   
Bradford R. Turner  
Assistant Secretary

**ASSIGNMENT**

WHEREAS, DYMO Holdings, LLC, a New York limited liability company ("Assignor"), is the owner of all right, title and interest in and to the trademark and service mark registrations and applications set forth on the attached Exhibit A (the "Trademarks") as a result of its merger with DYMO Holdings Corporation, a New York Corporation.

WHEREAS, in connection with a corporate reorganization, Sanford, L.P., an Illinois limited partnership ("Assignee") and the sole member of Assignor, authorized the distribution of the Trademarks to Assignee.

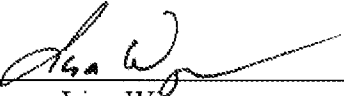
NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for US\$10 and other good and valuable consideration, the receipt of which is hereby acknowledged by Assignee, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Trademarks, the right to recover for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


**DYMO Holdings, LLC**

By Sanford, L.P., its sole member  
By Newell Operating Company, its general partner

**Sanford, L.P.**

By Newell Operating Company, its general partner

By:   
Name: Lisa Winger  
Title: Assistant Secretary

By:   
Name: Lisa Winger  
Title: Assistant Secretary

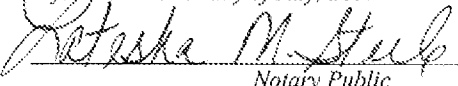
STATE OF ILLINOIS )  
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STATE OF ILLINOIS )  
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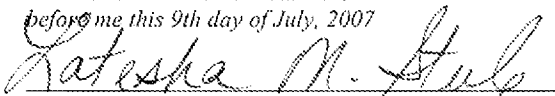
On this 9<sup>th</sup> day of July 2007, Lisa Winger being personally known to me, appeared before me, a Notary Public in and for the County and State aforesaid, and being first duly sworn, said and acknowledged that, as such officer, she signed and delivered the foregoing instrument as the free and voluntary act of said corporation, all pursuant to authority given by the Board of Directors of said corporation.

On this 9<sup>th</sup> day of July 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, she 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 9th day of July, 2007

  
Notary Public

SUBSCRIBED and SWORN TO  
before me this 9th day of July, 2007

  
Notary Public

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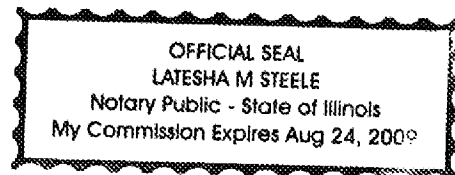
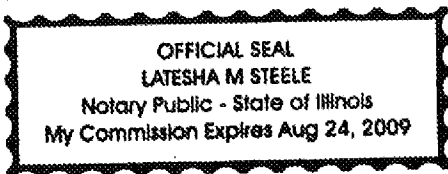


EXHIBIT A