

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
Solo Cup Operating Corporation		10/15/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	KHOF Acquisitions, Inc.		
Street Address:	1700 Old Deerfield Road		
City:	Highland Park		
State/Country:	ILLINOIS		
Postal Code:	60035		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2112472	DOLLAR-WISE	
Registration Number:	2114460	PAPER ART	
CORRESPONDENCE DATA			
Fax Number:	(414)273-5198		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-273-3500		
Email:	astewart@gklaw.com		
Correspondent Name:	Alan R. Stewart; Godfrey & Kahn, S.C.		
Address Line 1:	780 N. Water Street		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	072423-2000		
NAME OF SUBMITTER:	Alan R. Stewart		
Signature:	/ars/		
Date:	11/08/2007		

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Total Attachments: 7

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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT dated as of October 15, 2007, made by Solo Cup Operating Corporation, a Delaware corporation ("Assignor"), in favor of KHOF Acquisitions, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the trademark registrations and applications listed on Schedule 1 attached hereto for the goods and/or services identified therein (the "Marks");

WHEREAS, Assignee desires to acquire the Marks and any and all goodwill associated with the Marks; and

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of September 7, 2007 (the "APA"), by and among Assignor, certain affiliates of Assignor, and Assignee, Assignor agreed to assign all right, title and interest in and to the Marks and any and all goodwill associated with the Marks to Assignee;

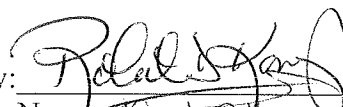
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, transfers, assigns, and otherwise conveys to Assignee, all of Assignor's right, title, and interest in and to each of the Marks, along with the following:

1. the goodwill of the business symbolized by and associated with the Marks;
2. that portion of Assignor's business in connection with which it has a bona fide intent to use those Marks that were filed on an intent-to-use basis and for which an Amendment to Allege Use or a Statement of Use has not yet been filed and accepted by the relevant Trademark Office or other governing authority; and
3. all rights to proceeds of the foregoing, including, without limitation, any claim by Assignor against third parties for past, present, or future infringement of the Marks.

To the extent that there is any conflict between this Trademark Assignment and the APA, the APA shall control.

Assignor has caused this Trademark Assignment to be duly executed and authorized as of the date hereof.

Solo Cup Operating Corporation

By: 
Name: Robert D. Henry Jr. ✓
Title: Chief Financial Officer

SCHEDULE 1

MARKS

A. Registered Trademarks

<u>Mark</u>	<u>Country</u>	<u>Class</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Goods and Services</u>
"H Logo" and Design	U.S.	16		Reg. No. 2,106,890	Paper products, namely napkins, table covers, placemats, doilies, plates and cups in Class 16.
"Streamer Logo" (CEG)	U.S.	35	Appl No. 76/429,723	Reg. No. 2,758,433 Issued: 09/02/03	Catalog, wholesale, retail and distribution services for disposable tableware, party goods and decorations (IC 35).
"H Logo"	U.S.	8, 24		Reg. No. 2,896,744 Issued: 10/26/04	Plastic Cutlery (IC 8) and plastic tablecovers (IC 24)
AMERICAN	CANADA	16, 21	Appl No. 1,254,479 Issued: 04/18/05	Reg No. 668,880 Issued: 07/28/06	Paper goods, namely doilies, fluted bakery products, placemats, plates, cups, napkins, and tablecovers (16) and plastic cups and plates (21).
AMERICAN	MEXICO	16		Reg. No. 891440 Issued: 07/25/2005	Paper products, including doilies, fluted products, placemats, dinner and beverage napkins, table covers, cups and plates (IC 16).
AMERICAN	PUERTO RICO	16,21			
AMERICAN	U.S.	21		Reg. No. 1,530,906 Issued: 03/21/89	Plastic cups and plates (IC 21)
AMERICAN	U.S.	16,26,27		Reg. No. 783,224 Issued: 01/12/65	Bath Mats, bibs, car mats, doilies, placemants, napkins
AMERICAN	U.S.	6,16,20		Reg. No. 781,586 Issued: 12/15/64	Baking and Fluted Cups, cold drink cups, portion cups-paper.
AMERICAN HOFFMASTER	CHILE	16		Chile Reg. No. 637,452 Issued: 07/26/02	Paper products, including placemats, dinner and beverage napkins, table covers, cups and plates (IC 16).
CATER CLOTH II	U.S.	16		Reg. No. 1,503,830 Issued: 09/13/88	Paper napkins (IC 16).
CELLUTEX	U.S.	16		Reg. No. 2,404,409 Issued: 11/14/00	Paper table covers (IC 16)
COLOR ME	U.S.	16		Reg. No. 1,962,108 Issued: 03/12/96	Paper placemats (IC 16).

CRAFTMASTER	U.S.	16			Reg. No. 3,021,470 Issued 11/29/05	Paper table covers and paper napkins (IC 16).
CRAFTMASTER (Stylized)	U.S.				Reg. No. 515,474 Issued: 09/20/49	Paper napkins (IC 16).
CREATIVE EXPRESSIONS	CANADA				Reg No. 655,330 Issued: 12/16/05	(IC 35) Catalog Services
CREATIVE EXPRESSIONS	CHILE				Reg. No. 701.254 Issued: 08/20/04	(IC 16) Paper Goods
CREATIVE EXPRESSIONS	CHILE				Reg. No. 701.255 Issued 08/20/04	(IC 21) Housewares
CREATIVE EXPRESSIONS	U.S.				Reg. No. 2,796,816 Issued: 12/23/03	Catalog services for disposable tableware, party goods and decorations (IC 35).
DOLLAR-WISE	U.S.				Reg. No. 2,623,757 Issued: 09/04/02	Paper placemats, napkins, and table covers (IC 16).
DOLLAR-WISE	U.S.				Reg. No. 2,112,472 Issued: 11/11/97	Placemats made of paper (IC 16).
GALA	U.S.	16			Reg. No. 2,967,394 Issued: 07/12/05	Paper Products, namely napkins
GALA	U.S.				Reg. No. 834,744	Paper products, namely, toilet tissues, towels, napkins and facial tissue (IC 16).
HOFFMASTER	CANADA	16,21	Appl 1254478 4/18/05	No. Issued:	Reg. No. 668,887 Issued: 07/28/06	Paper products, including placemats, dinner and beverage napkins, table covers, cups and plates. Paper plates and cups.
HOFFMASTER	CHILE	16			Reg. No. 624,730 Issued: 03/15/02	Paper napkins, table covers and placemats.
HOFFMASTER	EUROPEAN COMMUNITY	16,21				
HOFFMASTER	MEXICO	16			Reg. No. 891438 Issued: 07/25/05	Paper napkins, table covers, placemats, coaster, and napkin bands.
HOFFMASTER	MEXICO	21			Reg No. 891439 Issued: 07/25/05	Paper Plates and Paper Cups
HOFFMASTER	U.S.	16			Reg. No. 782,096 Issued: 12/22/64	Paper table covers (IC 16)
HOFFMASTER	U.S.	16			Reg. No. 1,462,761 Issued: 10/27/87	Paper napkins, tray covers, coasters and place mats (IC 16).
HOFFMASTER	U.S.	21			Reg. No. 3,029,966 Issued 12/13/05	Paper plates
IRISH LINEN	CHILE	16			Reg No: 649430 Issued: 11/20/02	Paper napkins, table covers and placemats (IC 16)

IRISH LINEN	U.S.	16		Reg. No. 2,595,688 Issued: 07/16/02	Paper products, namely, napkins, towels, table covers, placemats (IC 16).
JUST FOR KIDS! And Design	U.S.	16		Reg. No. 2,722,406 Issued: 06/03/03	Paper placemats, crayons, stickers and temporary tattoos (IC 16).
LINEN-LIKE	CANADA	16	App No. 1254477 Issued: 4/18/05	Reg. No. 668,886 Registered 07/28/06	Paper products, including placemats, dinner and beverage napkins, table covers, cups and plates (IC 16).
LINEN-LIKE	CHILE	16		Chile Reg. No. 649,742 Issued: 11/22/02	Paper napkins, table covers and placemats (IC 16)
LINEN-LIKE	MEXICO	16	Appl No. 720420	Reg. No. 891437 Issued: 05/31/05	Paper products, namely paper napkins, table covers and placemats
LINEN-LIKE	U.S.	16		Reg. No. 2,181,124 Issued: 08/11/98	Paper products, namely, paper table covers and place mats (IC 16).
LINEN-LIKE (Stylized)	U.S.	16		Reg. No. 535,180 Issued: 12/26/50	Paper napkins (IC 16).
LINEN-LIKE SUPREME and Design	U.S.	16		Reg. No. 2,439,005 Issued: 03/27/01	Paper table covers, paper table runners, paper napkins, paper place mats, and paper table covers (IC 16)
MEDALLION	U.S.	16, 27		Reg. No. 879,095 Issued: 10/21/69	Paper napkins and placemats (IC 16)
MENUFOLD	U.S.	16		Reg. No. 1,463,475 Issued: 11/03/87	Paper napkins (IC 16).
PAPER ART	U.S.	21		Reg. No. 1,634,124 Issued: 02/05/91	Paper cups and paper plates (IC 21).
PAPER ART	U.S.	16		Reg. No. 1,634,813 Issued: 02/12/91	Paper napkins, paper table cloths, paper guest towels, paper coasters and paper placemats (IC 16).
PAPER ART (Stylized)	U.S.	4,6,8,16,20,21,24, 28		Reg. No. 2,114,460 Issued: 11/18/97	Candles (IC 4); Metallic banners, confetti, SCOCred and wire garlands (IC 6); Plastic cutlery (IC 8); Paper towels, napkins, tablecloths, coasters, placemats, invitations, party hats, gift wrap, bags, banners, confetti, doilies, name tags, place cards, st

PARTY CREATIONS	U.S.	21	Reg. 1,596,350 Issued: 05/15/90	No.	Paper goods, namely, paper napkins and paper table covers, paper hats, crepe paper and invitation and thank you cards (IC 16); Plastic banners (IC 20); Paper beverage cups and paper plates (IC 21); Toy paper horn, toy blowout and balloons (IC 28)
PARTY PAK	U.S.	16	Reg. 2,899,047 Issued: 11/02/04	No.	Paper napkins, paper table covers, paper party decorations (IC 16); Paper plates and paper cups (IC 21)
PARTY PAK (Stylized)	U.S.	21	Reg. 2,278,570 Issued: 09/14/99 (Supplemental Reg.)	No.	Paper napkins, table covers, plates, and cups (IC 21).
PERMA-WIPES	U.S.	21	Reg. 1,313,488 Issued: 01/08/85	No.	Cleaning cloths (IC 21).
QUICKSET	U.S.	16	Reg. 1,705,845 Issued: 08/04/92	No.	Paper napkins (IC 16).
SENSATIONS	U.S.	16	Reg. 1,624,798 Issued: 11/27/90	No.	Paper goods, namely, paper napkins, table covers of paper joined to plastic film, and paper place mats (IC 16).
SENSATIONS	U.S.	8	Reg. 2,163,419 Issued: 06/09/98	No.	Plastic tableware, namely, forks, spoons and knives (IC 8), Paper doilies (IC 16), Plastic cups, plastic plates, paper plates, toothpicks, barbecue skewers, and plastic cocktail picks (IC 21).
SOFTTEES	U.S.	16	Reg. 1,433,808 Issued: 03/24/87	No.	Paper napkins and paper table covers (IC 16).
SPLASH	U.S.	8, 16, 21, 24	Reg. 1,622,100 Issued: 11/13/90	No.	Plastic cutlery, namely, knives, forks and spoons; Paper goods, namely, paper napkins, Plastic coated paper plates; Plastic table covers (IC 8; 16; 21; 24
SPRINGPRINT MEDALLION	U.S.	16	Reg. 1,516,379 Issued 12/13/88	No.	Paper napkins and placemats (IC 16).
SPRINGPRINT MEDALLION and Design	U.S.	16	Reg. 1,499,542 Issued: 08/09/88	No.	Paper napkins and placemats (IC 16).
TOUCH OF COLOR	U.S.	16	Reg. 1,648,150 Issued: 06/18/91	No.	Paper guest towels and paper tablecovers (IC 16).

TOUCH OF COLOR	U.S.	21		Reg. No. 1,648,876 Issued: 06/25/91	Paper cups and paper plates (IC 21).
WINDSOR	U.S.	16, 21		Reg. No. 2,864,451 Issued: 7/20/04	Table covers (IC 16); Paper Plates (IC 21)
WRAP 'N ROLL and Design	U.S.	16		Reg. No. 2,795,898	Paper napkin bands

B. Trademarks with Applications Pending

<u>Mark</u>	<u>Country</u>	<u>Class</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Goods and Services</u>
CATERWRAP	U.S.	20	Appl. No. 78/721,371 Filed 9-27-2005		Tableware kits consisting of paper napkins and cutlery
CREATE-A-SCENE	U.S.				
CREATE-A-SCENE	CANADA	16	Canadian Appl. No. 1,313,586 Filed 08/18/06		
CREATE-A-SCENE	UNITED KINGDOM	16	Appl. No. 2434548 filed 04/10/06		Plastics materials for packaging; decorative plastic panels; sheets, banners and rolls
CREATIVE EXPRESSIONS	AUSTRALIA	16	Australia Appl. No. 1105565 Filed: (tbd)		Paper napkins, tablecloths, guest towels, coasters, cake decorations, cups and plates
CREATIVE EXPRESSIONS	CHILE		Chile Appl. No. 638801 Filed: 03/01/04		(IC 35) Business services
CREATIVE EXPRESSIONS	ITALY		Italy Appl. No. (tbd) Filed: (tbd)		Paper napkins, tablecloths, guest towels, coasters, cake decorations, cups and plates
CREATIVE EXPRESSIONS	UNITED KINGDOM		UK Appl. No. (tbd) Filed (tbd)		Paper napkins, tablecloths, guest towels, coasters, cake decorations, cups and plates
EARTHWISE	U.S.	16	Appl. No. 77/060426		Disposable Napkins
GALA	U.S.	21, 16	Appl. No. 76/608,250 Filed 8-23-2004		Paper Products, namely table covers, plates, and cups.
HOFFMASTER	Puerto Rico		Appl No. 66725		Paper napkins, table covers, placemats, coaster, and napkin bands.
HOFFMASTER	Puerto Rico	16			
HOFFMASTER	U.S.	21	Appl No. 66726		Paper Plates and Paper Cups
HOFFMASTER	U.S.	21	Appl. No. 76/551,933 Filed 10/14/03		Paper cups

HOFFMASTER

Community
Trade Mark
Office

16,21

Appl
4930384

No.

Paper napkins and serviettes; paper tablecloths and placemats, coasters and napkin bands. Paper tableware, paper plates and paper cups