

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
Field Container Company, L.P.		03/14/2008	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	Altivity Packaging, LLC		
Street Address:	1500 Nicholas Boulevard		
City:	Elk Grove Village		
State/Country:	ILLINOIS		
Postal Code:	60007		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2679925	SCHOOL RULES	
CORRESPONDENCE DATA			
Fax Number:	(314)612-2323		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314-621-5070		
Email:	gashbrook@armstrongteasdale.com		
Correspondent Name:	Meredith P. Gammill		
Address Line 1:	One Metropolitan Square, Suite 2600		
Address Line 4:	St. Louis, MISSOURI 63102-2740		
ATTORNEY DOCKET NUMBER:	26966-305		
NAME OF SUBMITTER:	Meredith P. Gammill		
Signature:	/MPG-ATLLP/		
Date:	03/17/2008		

CH \$40.00 2679925

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, Field Container Company, L.P., a Delaware Limited Partnership, having its principal place of business at 1500 Nicholas Boulevard, Elk Grove Village, Illinois 60007 (hereinafter "ASSIGNOR"), is the owner of the entire right, title and interest in and to U.S. Trademark Registration No. 2,679,925 for SCHOOL RULES (hereinafter "TRADEMARK").

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

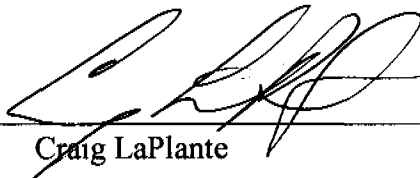
NOW, THEREFORE, in consideration of one dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by ASSIGNOR;

1. ASSIGNOR agrees to, and hereby does, sell, assign, and transfer unto ASSIGNEE the entire right, title, and interest in and to the TRADEMARK, all of the goodwill associated with the TRADEMARK, and the right to sue and recover for infringements occurring prior to this assignment.

2. 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 TRADEMARK, and all the goodwill therein; that the registration is currently in force; and that it has not licensed, mortgaged, or otherwise transferred any rights in the TRADEMARK to any person or entity other than ASSIGNEE.

FIELD CONTAINER COMPANY, L.P.
("ASSIGNOR")

Date: 3-14-08

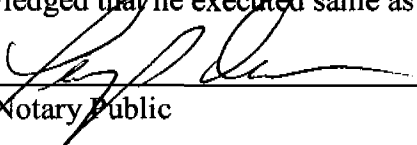
By: 
Craig LaPlante

Title: Vice President

ACKNOWLEDGEMENT

STATE OF ILLINOIS)
) SS
COUNTY OF COOK)

On this 14th day of March, 2008, before me personally appeared Craig LaPlante 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.


Notary Public

My Commission Expires:

