

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Converting, Inc.		10/18/2007	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Hoffmaster Group, Inc.
<b>Street Address:</b>	2920 N. Main Street
<b>City:</b>	Oshkosh
<b>State/Country:</b>	WISCONSIN
<b>Postal Code:</b>	54903
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 28**

Property Type	Number	Word Mark
Registration Number:	2910222	SWANKIE
Registration Number:	3101215	OPALESSENCE
Registration Number:	3207060	OPALESSENCE
Registration Number:	2927573	SPECIAL OCCASION
Registration Number:	2672114	BETTER THAN LINEN
Registration Number:	2669005	BETTER THAN LINEN
Registration Number:	2669004	BETTER THAN LINEN
Registration Number:	2685897	CELEBRATE! BY SPECIAL OCCASION
Registration Number:	2685896	CELEBRATE! BY SPECIAL OCCASION
Registration Number:	2683008	CELEBRATE! BY SPECIAL OCCASION
Registration Number:	2718717	CELEBRATE! BY SPECIAL OCCASION
Registration Number:	2482074	PICNIC PARTNER
Registration Number:	2519592	PARTY PARTNER
Registration Number:	2395237	PATIO OCTY-ROUND

**CH \$715.00 2910222**

Registration Number:	2431207	EVERY OCCASION
Registration Number:	2336764	PARTY OCCASION
Registration Number:	2227711	PARTY OCCASION
Registration Number:	2150869	SAVOY
Registration Number:	2128753	EVERY OCCASION
Registration Number:	2043597	SPECIAL OCCASION
Registration Number:	2019242	OCTY-ROUND
Registration Number:	1762055	SPECIAL OCCASION
Registration Number:	1628366	SPECIAL OCCASION
Registration Number:	1627203	SPECIAL OCCASION
Registration Number:	1526864	LINETTE
Registration Number:	1534257	INDOOR OUTDOOR
Registration Number:	1590958	EVERY OCCASION
Registration Number:	1381349	PIK-NIK KING

**CORRESPONDENCE DATA**

Fax Number: (414)273-5198  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
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:	/Alan R. Stewart/
Date:	04/09/2008

Total Attachments: 2  
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# Delaware

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*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "CONVERTING, INC.", CHANGING ITS NAME FROM "CONVERTING, INC." TO "HOFFMASTER GROUP, INC.", FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF OCTOBER, A.D. 2007, AT 5:04 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

4032843 8100

071131891



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6087114

DATE: 10-18-07

TRADEMARK  
REEL: 003755 FRAME: 0715

CERTIFICATE OF AMENDMENT  
OF THE  
CERTIFICATE OF INCORPORATION  
OF  
CONVERTING, INC.

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Pursuant to Section 242 of the General  
Corporation Law of the State of Delaware

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Converting, Inc., a Delaware corporation (hereinafter called the  
"Corporation"), does hereby certify as follows:

FIRST: Article 1 of the Corporation's Certificate of Incorporation is  
hereby amended to read in its entirety as set forth below:

1. Name. The name of the corporation is Hoffmaster Group,  
Inc. (the "Corporation").

SECOND: The foregoing amendment was duly adopted in accordance  
with Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the undersigned has executed this Certificate  
of Amendment of the Certificate of Incorporation on October 18, 2007.



Name: Seth H. Hollander  
Title: Vice President