

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
Alco Consumer Products, Inc.		11/04/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Anchor Hocking, LLC		
Street Address:	c/o Monomoy Capital Partners, L.P.		
Internal Address:	142 West 57th Street, 17th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	2524399	PRESCOTT FORGE	
Registration Number:	2717483	ALCO	
Registration Number:	2572813	ALCO VALUES FOR THE HOME	
Registration Number:	2508114	LITETYPE	
Registration Number:	2872221	STORAGE TYME	
Registration Number:	2839068	PIGGY PATCH	
Registration Number:	2867627	COLORFUL MEMORIES	
Registration Number:	3075284	COUNTERTOPS	
Registration Number:	3048007	LINDSEY JORDAN	
Registration Number:	2660702	PICTURE PERFECT	
Serial Number:	78851951	LJ BABY	
Serial Number:	77361857	THE DISTINGUISHED PET	
Serial Number:	77361854	THE DISTINGUISHED PET	

OP \$365.00 2524399

900124835

TRADEMARK
REEL: 003920 FRAME: 0455

Serial Number:

76614044

COUNTERTOPS

CORRESPONDENCE DATA

Fax Number: (412)227-5551

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

Phone: 412.261.1600

Email: wbuck@leechtishman.com

Correspondent Name: William A. Buck

Address Line 1: 525 William Penn Place

Address Line 2: 30th floor

Address Line 4: Pittsburgh, PENNSYLVANIA 15219

NAME OF SUBMITTER:

William Buck

Signature:

/William Buck/

Date:

01/13/2009

Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Alco Consumer Products, Inc., a Delaware corporation (hereinafter "Assignor"), is the owner of the trademarks and registrations set forth on Schedule A hereto together with all translations and adaptations (collectively the "Marks"); and

WHEREAS, pursuant to that certain Asset Purchase Agreement dated as of November 4, 2008 (the "Purchase Agreement"), Assignor agreed to sell, convey, assign, transfer and deliver to Anchor Hocking, LLC, a Delaware limited liability company (hereinafter "Assignee"), and Assignee agreed to purchase, acquire and accept from Assignor all of Assignor's right, title and interest in and to the Marks, upon the terms and subject to the conditions set forth in the Purchase Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all of Assignor's right, title, and interest in and to said Marks, free and clear of all Liens, other than Permitted Liens, and said registration therefor in the United States and throughout the world, as applicable together with all common law rights and the goodwill of the business symbolized thereby, and together with the right to sue for and recover damages and profits for past, present and future infringements thereof, if any, and the right to maintain and prosecute trademark registrations and applications for the Marks.

The Assignor undertakes at the request of the Assignee, and at the expense of the Assignee, to do all acts and execute all documents which may be reasonably necessary to effect or perfect the assignment of the Marks to Assignee or confirm the title of the Assignee to the Marks assigned, whether in connection with any registration of such title or otherwise.

The provisions of this assignment shall not limit the full force and effect of the terms and provisions of the Purchase Agreement, and that in the event of a conflict between the terms and provisions of this assignment and the terms and provisions of the Purchase Agreement, the terms and provisions of the Purchase Agreement shall prevail, govern and control in all respects without limitation. This assignment shall be governed by, and construed and interpreted in accordance with, the laws of the State of New York, without giving effect to the principles of conflict of laws thereof (except any provisions of the laws of such State that would render such choice of law ineffective).

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties have executed this Assignment of Trademarks as of the date first written above.

ALCO CONSUMER PRODUCTS, INC.

By: 

Name:

Title:

Gregory T. Morrison

ANCHOR HOCKING, LLC

By: _____

Name: _____

Title: _____

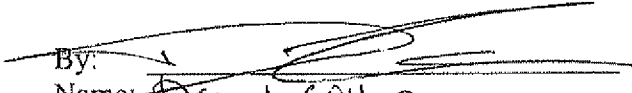
[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT AGREEMENT]

IN WITNESS WHEREOF, the parties have executed this Assignment of Trademarks as of the date first written above.

ALCO CONSUMER PRODUCTS, INC.

By: _____
Name:
Title:

ANCHOR HOCKING, LLC

By: 
Name: Daniel Collins
Title: Vice President

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT AGREEMENT]

Schedule A**Marks**

Mark	Owner	Status	Registration/ Serial Number	Registration Date
Prescott Forge	Seller	Registered	2,524,399	1/1/02
Alco	Seller	Registered	2,717,483	5/20/03
Alco Values for the Home (& Design)	Seller	Registered	2,572,813	5/28/02
Lifetyme	Seller	Registered	2,508,114	11/13/01
Storage Tyme	Seller	Registered	2,872,221	8/10/04
Piggy Patch	Seller	Registered	2,839,068	5/04/04
Colorful Memories	Seller	Registered	2,867,627	7/27/04
Countertops	Seller	Registered	3,075,284	4/4/06
Lindsey Jordan	Seller	Registered	3,048,007	1/24/06
Picture Perfect	Seller	Registered	2,660,702	12/10/02
LJ Baby	Seller	Registered	78851951	4/3/07
The Distinguished Pet	Seller	Registered	77361857	5/27/08
The Distinguished Pet	Seller	Registered	77361854	5/27/08
Countertops	Seller	Registered	76614044	4/4/06