

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
Oneida Ltd		06/30/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Jeffrey Tatham-Banks		
Street Address:	21 D'Arblay Street		
City:	London W1F 8EF		
State/Country:	UNITED KINGDOM		
Entity Type:	INDIVIDUAL: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2435750	PORT OF CALL	
CORRESPONDENCE DATA			
Fax Number:	(312)750-6546		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	apeterson@ngelaw.com, leulgen@ngelaw.com, gleighton@ngelaw.com		
Correspondent Name:	Lee J. Eulgen		
Address Line 1:	2 North LaSalle Street, Suite 1700		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	020046		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

CH \$40.00 2435750

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TRADEMARK
REEL: 004014 FRAME: 0806

NAME OF SUBMITTER:	Lee J Eulgen
Signature:	/Lee J. Eulgen/
Date:	06/30/2009
Total Attachments: 2 source=port of cal assignment#page3.tif source=port of cal assignment#page4.tif	

TRADEMARK ASSIGNMENT

This assignment is by and between Oneida, Ltd., a Delaware Corporation, having a place of business in Oneida, New York ("Assignor"), and Jeffrey Tatham-Banks, a citizen of the United Kingdom ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the mark listed in Schedule A hereto, including the goodwill of its business associated with and symbolized by the mark and further including the corresponding U.S. federal registration identified in Schedule A (collectively, the "Trademark"); and

WHEREAS, Assignee is desirous of acquiring the Trademark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Trademark, including without limitation the registration set forth in Schedule A, all goodwill of its business associated with and symbolized by the Trademark, and the right to sue and collect damages for past infringement of the Trademark by any third party.

ONEIDA, LTD.

By: Cath H Suttmeier

Name: Catherine H. Suttmeier

Title: Senior V.P. Secretary +
General Counsel

Date: 6-30-07

SCHEDULE A

JURISDICTION	REGISTRATION NUMBER	ISSUANCE DATE
U.S.	2,435,750	March 13, 2001