

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		06/26/2009	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Hoffmaster Group, Inc.		
Street Address:	2920 N. Main Street		
City:	Oshkosh		
State/Country:	WISCONSIN		
Postal Code:	54903		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3003332	TOUCH OF COLOR	
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:	072423-2135		
NAME OF SUBMITTER:	Alan R. Stewart		
Signature:	/Alan R. Stewart/		
Date:	08/03/2009		

CH \$40.00 3003332

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, Solo Cup Operating Corporation, a corporation of the State of Illinois, (Assignor") is the owner of the entire right, title and interest in and to US Trademark Registration Number 3003332, entitled TOUCH OF COLOR, for plastic goods in classes 8, 21 and 24 (hereinafter the "Trademark") and the goodwill of the business symbolized thereby; and

WHEREAS, Hoffmaster Group, Inc., a Delaware corporation, having a place of business at 2920 N. Main Street, Oshkosh, Wisconsin 54903 ("Assignee"), desires to acquire Assignor's entire right, title and interest in and to the Trademark worldwide, and the goodwill of the business symbolized thereby;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN: Be it known that in consideration of the payment of ASSIGNEE to ASSIGNOR of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the full and exclusive right, title and interest to said TRADEMARK, including the goodwill associated therewith.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

SOLO CUP OPERATING CORPORATION

HOFFMASTER GROUP, INC.

By: [Signature] *re*
Name: Jan Stern Reed
Title: VP - HR, General Counsel & Secretary
Date: JUNE 26, 2009

By: [Signature]
Name: MATHEW MILLIES
Title: VP OF MARKETING
Date: JUNE 26, 2009

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