

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
VeloBind, Inc.		04/17/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	General Binding Corporation		
<b>Street Address:</b>	300 Tower Parkway		
<b>City:</b>	Lincolnshire		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60069		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1160681	VELOBIND	
<b>Registration Number:</b>	0915898	VELOBIND	
<b>Registration Number:</b>	0974957	VELOBINDER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)277-0656		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	414-271-6560		
<b>Email:</b>	mkeipdocket@michaelbest.com		
<b>Correspondent Name:</b>	Ariana G. Voigt		
<b>Address Line 1:</b>	100 East Wisconsin Avenue		
<b>Address Line 2:</b>	Suite 3300		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>ATTORNEY DOCKET NUMBER:</b>	010371-9000 US00		
<b>NAME OF SUBMITTER:</b>	Jaime L. Trembl		

OP \$90.00 1160681

**900145659**

**TRADEMARK  
 REEL: 004081 FRAME: 0001**

Signature:	/jaime l. trem/
Date:	10/20/2009
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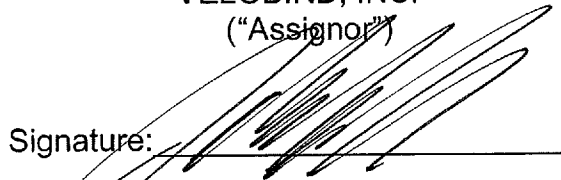
This Agreement is made by and between VeloBind, Inc., a Delaware Corporation of One GBC Plaza, Northbrook, IL 60062 (hereinafter "Assignor") and General Binding Corporation, a Delaware Corporation, of 300 Tower Parkway, Lincolnshire, IL 60069 (hereinafter "Assignee") on this 17 day of April, 2007.

WHEREAS, Assignor owns the trademarks identified in Schedule A attached hereto (the "Marks"); and

WHEREAS, Assignee is desirous of acquiring said Marks and the trademark registrations thereof.

NOW, THEREFORE, for good and valuable consideration in the sum of \$1.00 (US), the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee and its successors and assigns all of Assignor's right, title and interest in and to said Marks, including the trademark registrations therefor, the rights to sue for past, present and future infringements, together with the goodwill of the business symbolized by the Marks.

VELOBIND, INC.  
("Assignor")

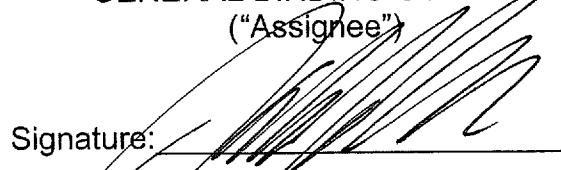
Signature: 

Dated: 4.17.2007

By: John F. Moynihan

Title: Assistant Secretary

GENERAL BINDING CORPORATION  
("Assignee")

Signature: 

Dated: 4.17.2007

By: John F. Moynihan

Title: Assistant Secretary

## Schedule A

Trademark	Country	App. No.	Reg. No.
VELOBINDER	United States of America	72/426120	974957
VELOBIND	European Community	3898764	3898764
VELOBIND	Kuwait	31450	29027
VELOBIND	United States of America	73/243252	1160681
VELOBIND	Kuwait	31451	29028
VELOBIND	Kuwait	31452	29379
VELO	Canada	754407	485420
VELO	France	94/519460	94/519460
VELO	Germany	V25085/7WZ	2106432
VELO	Italy	MI94C004411	695594
VELO	Sweden	94-05038	302805
VELO	United Kingdom	1571145	1571145
PERSONAL VELOBINDER	Denmark	4167/89	6560/91
PERSONAL VELOBINDER	Italy	22841C/89	558521
PERSONAL VELOBINDER	Korea, Republic of	15404/86	146673
PERSONAL VELOBINDER	Switzerland	04416/1989	373151
PERSONAL VELOBINDER	United Kingdom	1386999	1386999
PERSONAL VELOBINDER	United States of America	73/583888	1481395
PERSONAL VELOBINDER	United Kingdom	1387000	1387000
VELO-BIND	Australia	256100	256100
VELO-BIND	Benelux	590491	309701
VELO-BIND	Canada	350542	189696
VELO-BIND	China (Peoples Republic)	88/7495	337262
VELO-BIND	France	621688	1196390
VELO-BIND	Germany	A23379/16	974015
VELO-BIND	Hong Kong	261/73	549/74
VELO-BIND	Indonesia	3921/C	389767
VELO-BIND	Philippines	63906	46802

VELO-BIND	Switzerland	01532/1992	397088
VELO-BIND	Taiwan	76-003065	375331
VELO-BIND	United Kingdom	988232	988232
VELO-BIND	United States of America	72/363217	915898
VELO-BIND	Australia	256101	256101
VELO-BIND	Germany	V24749/16WZ	2086136
VELO-BIND	Hong Kong	261A/73	550/74
VELO-BIND	Indonesia	3921/C	389766
VELO-BIND	Taiwan	76-03064	375801
VELO-BIND	United Kingdom	988233	988233
PERSONAL VELOBINDER (BLOCK)	Hong Kong	2806A/86	19872271
PERSONAL VELOBINDER (BLOCK)	Norway	19892858	146150
PERSONAL VELOBINDER (BLOCK)	Sweden	89-05560	225460
PERSONAL VELOBINDER (BLOCK)	Hong Kong	2806A/86	19872272
VELO-BIND (BLOCK LETTERS)	Japan	65019/1990	4065715
VELO-BIND (BLOCK LETTERS)	Korea, Republic of	15408/86	170646
VELO-BIND (BLOCK LETTERS)	Singapore	S/3007/86	3007/86
VELO-BIND (BLOCK LETTERS)	Sweden	5270/73	147897
VELO-BIND (BLOCK LETTERS)	Korea, Republic of	15410/86	143906
VELO-BIND (BLOCK LETTERS)	Singapore	S/3005/86	3005/86
PERSONAL VELOBINDER (SCRIPT AND DESIGN)	Hong Kong	4293/86	3542/88
PERSONAL VELOBINDER (SCRIPT AND DESIGN)	Singapore	S/3059/86	3059/86
PERSONAL VELOBINDER (SCRIPT AND DESIGN)	United States of America	73/588530	1481396
PERSONAL VELOBINDER (SCRIPT AND DESIGN)	Hong Kong	42983A/86	3543/88
VELO-BIND (IN CHINESE CHARACTERS)	China (Peoples Republic)	88/7492	337259
VELOBIND & DESIGN	Colombia		195958