

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
New WinCup Holdings, Inc.		04/24/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Prairie Packaging, Inc.		
Street Address:	7200 South Mason Avenue		
City:	Bedford Park		
State/Country:	ILLINOIS		
Postal Code:	60638		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2257861	ALPHA	
CORRESPONDENCE DATA			
Fax Number:	(212)259-2427		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212.408.2500		
Email:	amy.waldron@bakerbotts.com		
Correspondent Name:	Amy M. Waldron, Trademark Paralegal		
Address Line 1:	30 Rockefeller Plaza		
Address Line 2:	Baker Botts L.L.P.		
Address Line 4:	New York, NEW YORK 10112		
ATTORNEY DOCKET NUMBER:	077409.1186		
NAME OF SUBMITTER:	Amy M. Waldron, Trademark Paralegal		
Signature:	/Amy M. Waldron/		
Date:	12/01/2009		

CH \$40.00 2257861

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment, dated April 24, 2009, between New WinCup Holdings, Inc., a Delaware corporation, with a principal place of business located at 4640 Lewis Road, Stone Mountain, Georgia 30083 (the "Assignor"), and Prairie Packaging, Inc., a Delaware corporation, with a principal place of business at 7200 S. Mason Avenue, Bedford Park, Illinois 60638 (the "Assignee"), transfers and assigns from Assignor to Assignee, all right, title, and interest in and to the mark and Federal registration described below:

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
ALPHA	2,257,861	June 29, 1999

and the goodwill of the business associated therewith (collectively, the "Mark").

For good and valuable consideration by Assignee, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby assign unto the Assignee all of its right, title, and interest in and to the Mark, free and clear of all liens and encumbrances, together with all of the goodwill of the entire business associated with and symbolized by such Mark, the registration thereof and therefor, and any rights of the Assignor to sue any third parties for any past infringement of or to the Mark, for the use and behoof of Assignee and its successors, assigns or other legal representative and to prosecute such applications and registrations in the United States Patent and Trademark Office.


After execution of this Trademark Assignment, at the request of the Assignee and at the Assignee's expense, but without additional consideration to the Assignor, the Assignor will execute and deliver to the Assignee from time to time such further instruments of conveyance, transfer, and assignment and other documents, and will take such other actions, as the Assignee may reasonably require to convey and deliver more effectively to the Assignee the Mark, to perfect the Assignee's title thereto, and otherwise to accomplish the orderly transfer to the Assignee of the Mark and to give full effect to this Trademark Assignment.

This Trademark Assignment is binding on the Assignor and its respective successors and assigns, and inures to the benefit of the Assignee and its successors and assigns.

In witness whereof, intending to be legally bound hereby, the Assignor has duly executed this Trademark Assignment.

New WinCup Holdings, Inc.

Date: 4-24-09

By: 
Name: C. Williamson
Title: SVP and General Counsel