

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Dering Corporation		08/30/2010	CORPORATION: PENNSYLVANIA

**RECEIVING PARTY DATA**

Name:	Wright Plastic Products
Street Address:	201 Condensery Road
City:	Sheridan
State/Country:	MICHIGAN
Postal Code:	48884
Entity Type:	LIMITED LIABILITY COMPANY: OHIO

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Registration Number:	2878352	CSHELL SQ
Registration Number:	2878351	CSHELL CLASSIC
Registration Number:	2885638	CSHELL BC
Registration Number:	2447367	CSHELL
Registration Number:	2835911	CSHELL MD
Registration Number:	2643893	DISCSAVER
Registration Number:	2996853	D D E R I N G
Registration Number:	1275888	DISCSAVERS

**CORRESPONDENCE DATA**

Fax Number: (616)632-8002  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (616) 632-8050  
 Email: jpuplava@mmbjlaw.com  
 Correspondent Name: Jennifer A Puplava  
 Address Line 1: 900 Monroe Ave NW

OP \$215.00 2878352

**900173249**

**TRADEMARK  
 REEL: 004290 FRAME: 0735**

Address Line 4: Grand Rapids, MICHIGAN 49503

ATTORNEY DOCKET NUMBER: 33426-37999

NAME OF SUBMITTER: Jennifer A. Puplava

Signature: /Jennifer A. Puplava/

Date: 10/04/2010

Total Attachments: 3  
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## ASSIGNMENT OF SERVICEMARKS AND TRADEMARKS

ASSIGNMENT OF SERVICEMARKS AND TRADEMARKS made as of the 30<sup>th</sup> day of August, 2010, by The Dering Corporation, a Pennsylvania corporation, with its principal place of business at 380 Rincer Road, Conestoga, PA 17516 ("Assignor"), to Wright Plastic Products Co. L.L.C., an Ohio limited liability company, with its principal place of business at 201 Condensery Road, Sheridan, MI 48884 ("Assignee").

### RECITALS

Assignee and Assignor are parties to an Asset Purchase Agreement dated as of August 30, 2010 (the "Agreement"), pursuant to which Assignor has agreed to sell to Assignee and Assignee has agreed to buy from Assignor the Purchased Assets (as defined in the Agreement), including without limitation the servicemarks, trademarks and trade names of Assignor.

In accordance therewith, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under Assignor's registered and unregistered domestic and foreign servicemarks, trademarks, trademark applications and trade names, including without limitation the servicemarks, trademarks, trade names, applications and registrations listed on Schedule A annexed hereto and incorporated herein by reference (all of the foregoing being referred to herein as the "Marks").

NOW, THEREFORE, Assignor, for and in exchange for the payment of the purchase price set forth in the Agreement, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Obligor's worldwide right, title and interest in, to and under the Marks, together with the goodwill of the business associated therewith, all rights to sue for infringement of any Mark, whether arising prior to or subsequent to the date of this Assignment of Servicemarks and Trademarks, and all registrations of the Marks.

Except to the extent that federal law preempts state law, this Assignment of Servicemarks and Trademarks shall be governed by and construed in accordance with the laws of the State of Michigan without giving effect to the principles of conflicts of laws thereof.

IN WITNESS WHEREOF, Assignor has caused its duly authorized officer to execute this Assignment of Servicemarks and Trademarks as of the date first above written.

Assignor:

The Dering Corporation

By: 

David D. Dering

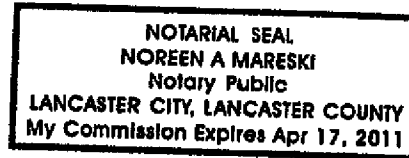
Its: President

[SEAL]

STATE OF Pennsylvania )  
 ) ss:  
COUNTY OF Lancaster )

On this 36<sup>th</sup> day of August, 2010, before me, a Notary Public in and for said county and state, personally appeared David D. Dering, known to me to be the President of The Dering Corporation, and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument

Noreen Mareski  
Notary Public  
A Resident of Lancaster County, PA  
Acting in Lancaster County  
My Commission Expires: 4.17.2011



**SCHEDULE A**

**Servicemarks and Trademarks Registered with the  
United States Patent and Trademark Office**

CSHELL SQ (Reg. No. 2878352)  
CSHELL CLASSIC (Reg. No. 2878351)  
CSHELL BC (Reg. No. 2885638)  
CSHELL (Reg. No. 2863903)  
CSHELL (Reg. No. 2447367)  
CSHELL MD (Reg. No. 2835911)  
DISCSAVER (Reg. No. 2643893)  
DERING (Reg. No. 2996853)  
DISCSAVERS (Reg. No. 1275888)

**Unregistered Servicemarks and Trademarks**

BUYCSHELL.COM  
CSHELL SQUARE  
CSHELL DOUBLE  
CSHELL MINI DISC  
CSHELL BUSINESS CARD  
CSHELL CL

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