

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
Shore to Shore, Inc.		09/02/2011	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	Checkpoint Systems, Inc.
Street Address:	2005 Market Street
Internal Address:	24th Floor
City:	Philadelphia
State/Country:	PENNSYLVANIA
Postal Code:	19103-7016
Entity Type:	CORPORATION: PENNSYLVANIA

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	1812523	80024 30730
Registration Number:	1812524	SHORE TO SHORE
Registration Number:	2501015	W.O.R.L.D.
Registration Number:	2771071	SHR2SHRPROOF.COM
Registration Number:	2880123	EVER-BRAND
Registration Number:	3235648	S SHORE TO SHORE BRAND PACKAGING SOLUTIONS
Registration Number:	3585883	ECO-BLING

CORRESPONDENCE DATA

Fax Number: (330)244-1173
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 330-244-1174
 Email: info@sandandsebolt.com
 Correspondent Name: Joseph A. Sebolt
 Address Line 1: 4940 Munson Street, N. W.

900201771

**TRADEMARK
 REEL: 004620 FRAME: 0330**

OP \$190.00 1812523

Address Line 2: Aegis Tower - Suite 1100
Address Line 4: Canton, OHIO 44718-3615

ATTORNEY DOCKET NUMBER:	2470-GEN
NAME OF SUBMITTER:	Joseph A. Sebolt
Signature:	/josephasebolt/
Date:	09/09/2011

Total Attachments: 3
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ASSIGNMENT OF U. S. TRADEMARKS

WHEREAS, **Shore to Shore, Inc.**, an Ohio Corporation, having a business address of **8170 Washington Village Drive, Dayton, OH 45458-1848**, is the owner of the entire right, title and interest of the sundry trademarks set forth on attached Schedule A.

WHEREAS, **Checkpoint Systems, Inc.**, a Pennsylvania Corporation, having a business address of **2005 Market Street, 24th Floor, Philadelphia, PA 19103-7016**, is desirous of purchasing the entire right, title and interest in, to and under said trademarks including the goodwill of the business symbolized by the trademarks, and the corresponding registrations thereof, set forth on Schedule A.

NOW, THEREFORE, in consideration of the premises and of One Dollar (\$1.00) and of other good and valuable consideration, the sufficiency of which is hereby expressly acknowledged, **Shore to Shore, Inc.** by these presents hereby assigns, transfers, conveys and sets over unto said **Checkpoint Systems, Inc.**, its successors, assigns and legal representatives, the entire rights, title and interest in, to and under said trademarks throughout the world and the corresponding registrations thereof, set forth on Schedule A, together with the goodwill of the business in connection with which said trademarks were and are used, and all rights incident thereto;

Said **Shore to Shore, Inc.** hereby releases, assigns and transfers unto said **Checkpoint Systems, Inc.**, its successors, assigns and legal representatives, all rights, title and interest, claims and demands whatsoever said **Shore to Shore, Inc.** had in, to and by, under and through, said trademarks/service marks and corresponding registrations thereof, set forth on Schedule A, including all claims for any and all past infringement thereof and the right to sue therefor;

ALL OF THE SAME to be held and enjoyed by said **Checkpoint Systems, Inc.** for its use and behoof and for its successors, assigns and legal representatives as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

Executed at DAYTON, OHIO, this 2 day of SEPTEMBER, 2011.

Witness:

Tina Miller

SHORE TO SHORE, INC.

Howard Kurdin

Name: Howard Kurdin
Title: CEO/President

SCHEDULE A

ASSIGNED TRADEMARKS

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>DATE</u>
80024 30730 & Design	1,812,523	December 21, 1993
SHORE TO SHORE	1,812,524	December 21, 1993
W.O.R.L.D.	2,501,015	October 23, 2001
SHR2SHRPROOF.COM	2,771,071	October 7, 2003
EVER-BRAND	2,880,123	August 31, 2004
S SHORE TO SHORE BRAND PACKAGING SOLUTIONS & Design	3,235,648	May 1, 2007
ECO-BLING & Design	3,585,883	March 10, 2009