

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
International Paper Company		09/01/2011	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Shorewood Packaging Corporation		
Street Address:	400 Atlantic Street		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06921		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	85191368	HOLOKLEAR	
Serial Number:	85013394	MONTANE	
Serial Number:	85124984	OVATION	
Registration Number:	2875594	SHOREWOOD PACKAGING	
Registration Number:	3710970	SHOREWOOD PACKAGING HEALTHCARE SOLUTIONS	
Registration Number:	2972840		
Serial Number:	85209947	TREE HOUSE	
CORRESPONDENCE DATA			
Fax Number:	(513)248-6451		
Phone:	513-248-6332		
Email:	stephanie.haupt@ipaper.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Stephanie A. Haupt		
Address Line 1:	6285 Tri-Ridge Boulevard		
Address Line 4:	Loveland, OHIO 45140		

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ATTORNEY DOCKET NUMBER:	ASSIGNMENT - SHW TMS
NAME OF SUBMITTER:	Stephanie A. Haupt
Signature:	/Stephanie A. Haupt/
Date:	09/29/2011
<p>Total Attachments: 5 source=09-01-2011.Shorewood Packaging Corporation - US Trademark Assignment#page1.tif source=09-01-2011.Shorewood Packaging Corporation - US Trademark Assignment#page2.tif source=09-01-2011.Shorewood Packaging Corporation - US Trademark Assignment#page3.tif source=09-01-2011.Shorewood Packaging Corporation - US Trademark Assignment#page4.tif source=09-01-2011.Shorewood Packaging Corporation - US Trademark Assignment#page5.tif</p>	

TRADEMARKS ASSIGNMENT

THIS ASSIGNMENT OF TRADEMARKS, dated as of September 1, ~~2012~~^{2011 SA} (this "Assignment"), by International Paper Company ("Assignor"), a New York, United States corporation with its principal place of business at 6400 Poplar Avenue, Memphis, Tennessee 38197, is granted in favor of Shorewood Packaging Corporation ("Assignee"), a New York corporation with its principle place of business at 400 Atlantic Street, 14th Floor, Stamford, Connecticut 06921.

WHEREAS, Assignor and Assignee are parties to that certain Contribution Agreement, dated September 1, 2011 (the "Contribution Agreement"), pursuant to which Assignor has agreed to transfer to Assignee and Assignee has agreed to accept from Assignor certain intellectual property assets including, but not limited to trademarks and trade names (including goodwill associated therewith) and to become the successor to such business or portion thereof to which any trademark applications filed on the basis of "intent-to-use" relate, which business is ongoing and existing;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer, set over, and deliver to assignee all of Assignor's right, title, and interest, in and to:

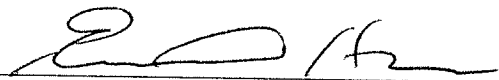
- (i) the trademarks, trade names and other labels set forth on Exhibit A hereto, including all registrations and applications thereof, all registrations which may be granted in respect of such applications, all renewals of such registrations, and all common law rights therein;
- (i) the goodwill of the business symbolized by such trademarks;
- (ii) all causes of actions, claims and demands or other rights for, or arising from, any infringement, including past infringement, of such trademarks and other items set forth on Exhibit A; and
- (iii) all rights corresponding thereto throughout the world.

From time to time after the date hereof, at the request of either party hereto, and at the expense of the party so requesting, each of the parties hereto shall execute and deliver to such requesting party such documents and take such other action as such requesting party may reasonably request in order to consummate more effectively the transactions contemplated thereby.

[The Remainder of this Page was Intentionally Left Blank.]

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed by the signature of its duly authorized officer as of the date above first written.

INTERNATIONAL PAPER COMPANY

By: 
Name:
Title: Vice President and Treasurer





Acknowledged and Accepted:
SHOREWOOD PACKAGING CORPORATION


By: 
Name:
Title:





EXHIBIT A

TRADEMARK	COUNTRY	STATUS	APPL. #	REG. #	GOODS
SHOREWOOD	New York State	Registered		R-30096	coating, printing converting and finishing of merchandise packaging design and creation of packaging for merchandise
GREENCHOICE	United States	TM Common Law			paperboard merchandise packaging comprised of one or more recyclable, biodegradable, non-volatile, low energy, reduced carbon footprint, low waste or renewable materials for point of purchase displays and consumer products, namely, digital media, home entertainment, cosmetics, pharmaceutical, healthcare, sporting goods, food, beverage, tobacco, and private label products.
GREENCHOICE	United States	TM Common Law			custom manufacturing in the of environmentally friendly and renewable paperboard packaging and displays for merchandise, namely paperboard merchandise packaging comprised of one or more recyclable, biodegradable, non-volatile, low energy, reduced carbon footprint, low waste or renewable materials; design for others in the field of environmentally friendly and renewable paperboard packaging and displays for merchandise, namely paperboard merchandise packaging comprised of one or more recyclable, biodegradable, non-volatile, low energy, reduced carbon footprint, low waste or renewable materials
HOKLEAR	United States	Pending	85/191368		coating, printing, converting and finishing of paper and paperboard to create holographic effects for consumer product packaging; design and creation of consumer product packaging with holographic effects

TRADEMARK	COUNTRY	STATUS	APPL. #	REG. #	GOODS
INSIDE & OUT	United States	Common Law			Business and marketing consultation in the fields of merchandise packaging and point of purchase displays; logistics and supply chain management in the fields of merchandise packaging and point of purchase displays Custom manufacture for others, applying protective, decorative and functional coatings, printing, converting in the nature of cutting and forming paperboard and other materials into completed packaging and point of purchase displays, and paper, paperboard, and assembled container finishing, all in the field of merchandise packaging and point of purchase displays for others Design of merchandise packaging and point of purchase displays
MONTANE	United States	Registered	85/013394		coatings used to create texture on the surface of paper, paperboard and cardboard articles
OVATION	United States	Pending	85/124984		coating, printing converting and finishing of merchandise packaging design and creation of packaging for merchandise
Shorewood Packaging	United States	Registered	78/173063	2875594	coating, printing converting and finishing of merchandise packaging design and creation of packaging for merchandise

TRADEMARK	COUNTRY	STATUS	APPL. #	REG. #	GOODS
Shorewood Packaging HEALTHCARE SOLUTIONS	United States	Registered	77/457719	3710970	business and marketing consultation in the fields of healthcare merchandise packaging and point of purchase displays; logistics and supply chain management in the fields of healthcare merchandise packaging and point of purchase displays; custom manufacture for others, applying protective and functional coatings, printing, converting in the nature of cutting and forming paperboard and other materials into completed packaging, and paper and paperboard finishing, all for healthcare merchandise packaging and point of purchase displays for others; design of healthcare merchandise packaging and point of purchase displays
Shorewood Packaging LOGO	United States	Registered	78/173952	2972840	coating, printing converting and finishing of merchandise packaging; design and creation of packaging for merchandise
TREE HOUSE	United States	Published	85209947		design of consumer product packaging