

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
BIC Corporation		12/19/2005	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	BIC Corporation		
Street Address:	500 BIC Drive		
City:	Milford		
State/Country:	CONNECTICUT		
Postal Code:	06460		
Entity Type:	CORPORATION: CONNECTICUT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2450097	INTENSITY	
CORRESPONDENCE DATA			
Fax Number:	(203)783-2108		
Phone:	203-783-2000		
Email:	Ruth.Thompson@bicworld.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:	Cheryl L. Chadwick, BIC Corporation		
Address Line 1:	One BIC Way		
Address Line 4:	Shelton, CONNECTICUT 06484		
ATTORNEY DOCKET NUMBER:	INTENSITY-TM-ASSGN		
NAME OF SUBMITTER:	Cheryl L. Chadwick		
Signature:	/020853/		
Date:	12/02/2011		

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Total Attachments: 6

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WORLDWIDE TRADEMARK ASSIGNMENT

This Assignment is made effective as of December 19, 2005, between **BIC CORPORATION**, a corporation organized and existing under the laws of New York, having a place of business at 500 BIC Drive, Milford, Connecticut 06460, ("Assignor"), in favor of **BIC CORPORATION**, a corporation organized and existing under the laws of Connecticut, having a place of business at 500 BIC Drive, Milford, Connecticut 06460, ("Assignee").

WHEREAS, Assignor, is the owner of the entire right, title and interest in and to the trademark registrations and applications listed in **Schedule A** (collectively, the "BIC Trademarks");

WHEREAS, Assignee is desirous of securing the entire right, title, and interest in and to the BIC Trademarks *in all countries throughout the world*, including without limitation in and to (a) all BIC Trademarks and all trademarks, service marks, brand names, trade dress, domain names and other indications of origin relating to the business of Assignor, together with the goodwill associated with the foregoing and the ongoing and existing business to which the trademarks pertain; (b) any extension or renewal of any such registration or application set forth in subsection (a) hereof; (c) any unregistered rights in any of the foregoing; (d) all rights therein provided by international treaties and conventions, and all rights to obtain trademarks and registrations thereto, in each case *in all countries throughout the world*; and (e) all rights to sue and recover damages or obtain injunctive relief for past and future infringement, misappropriation, violation or breach of any of the foregoing (subsections (a) through (e) hereof, collectively, the "Assigned Intellectual Property").

NOW THEREFORE, be it known that, for and in consideration of the sum of One Dollar (U.S. \$1.00) and other good and valuable consideration, the receipt of which Assignee acknowledges, Assignor, as owner, has sold, assigned, transferred, and set over, and does hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, its entire right, title, and interest in and to the Assigned Intellectual Property *in all countries throughout the world*, and Assignor hereby authorizes and requests any official of any country whose duty it is to issue registrations thereon to issue same to Assignee, its successors and assigns, in accordance with the terms of this Assignment;

AND, Assignor HEREBY covenants that it has the full right to convey the interest assigned by this Assignment, and it has not executed and will not execute any agreement in conflict with this Assignment;

AND, Assignor HEREBY further covenants and agrees that it will, without further consideration, execute and deliver any and all papers that may be necessary or desirable to perfect the title to the Assigned Intellectual Property in said Assignee, its successors or assigns, *in all countries*, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns; including without limitation to cooperate, and to require each past or present employee, consultant, representative, contractor, agent or other individual under the custody or control of Assignor to cooperate with Assignee, its attorneys, agents, successors and assigns, to transfer title in, to file, prosecute, obtain, maintain,

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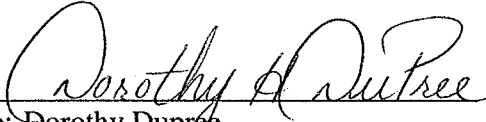
assert, enforce and defend, and to otherwise protect any and all of the Assigned Intellectual Property and/or Assignee's ownership interest therein, including, without limitation, to (a) execute such documents, sign all lawful papers, and make all rightful oaths as Assignee deems reasonably necessary or appropriate in connection with same; (b) execute all documents, papers, forms or authorizations, necessary to vest full title in and to the Assigned Intellectual Property to Assignee; (c) communicate any facts known or reasonably available respecting any of the Assigned Intellectual Property; (d) provide testimony for, or be joined in, any proceeding to obtain, enforce and/or defend any of the Assigned Intellectual Property; and (e) generally do everything reasonably necessary to aid same to obtain and enforce proper protection for the Assigned Intellectual Property, all at Assignee's request and expense.

IN WITNESS WHEREOF, the said Assignor has executed this document.

BIC Corporation, a New York corporation

Dated: December 19, 2005

By:


Name: Dorothy Dupree

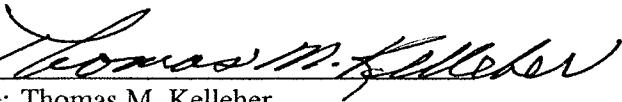
Title: Vice President - Finance
BIC Corporation

IN WITNESS WHEREOF, the said Assignee has executed this document.

BIC Corporation, a Connecticut corporation

Dated: December 19, 2005

By:


Name: Thomas M. Kelleher

Title: Senior Vice President - Administration
General Counsel and Secretary
BIC Corporation

NOTARIAL CERTIFICATE

UNITED STATES OF AMERICA)
STATE OF CT : ss.: Milford
COUNTY OF New Haven)

I, Sandra M. Conlan, the undersigned Notary Public do hereby certify that **Dorothy Dupree, as Vice President - Finance of BIC Corporation, a New York corporation**, who signed the foregoing Assignment document, was authorized on the 19th day of December, 2005, to execute the foregoing Assignment document on behalf of **BIC Corporation, a New York corporation**, and to me acknowledged that she did sign the said document.

(STAMP AND SEAL)

Sandra M. Conlan
Notary Public

My Commission Exp. Jan. 31, 2010

NOTARIAL CERTIFICATE

UNITED STATES OF AMERICA)
STATE OF *ct* : ss.: *Melinda*
COUNTY OF *New Haven*)

I, *Sandra M. Coulan*, the undersigned Notary Public do hereby certify that **Thomas M. Kelleher, as Senior Vice President - Administration, General Counsel and Secretary of BIC Corporation, a Connecticut corporation**, who signed the foregoing Assignment document, was authorized on the *19th* day of December, 2005, to execute the foregoing Assignment document on behalf of **BIC Corporation, a Connecticut corporation**, and to me acknowledged that he did sign the said document.

(STAMP AND SEAL)

Sandra M Coulan
Notary Public

My Commission: Exp. Jan. 31, 2010

Schedule A

See attached.

Trademark portfolio of BIC CORPORATION

File Nr	Trademarks	Country	Class	Filing date	Filing Nr	Registration date	Registration Nr	Expiration
INTENSITY	INTENSITY	ETATS UNIS D'AMERIQUE	016 Writing instruments, namely, pens	20-Aug-1999	75781049	08-May-2001	2450097	08-May-2021