

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
Esselte S.p.A.		09/20/2011	CORPORATION: ITALY
RECEIVING PARTY DATA			
Name:	Checkpoint Systems International GmbH		
Street Address:	Ersheimer Street 69		
City:	Hirschhorn		
State/Country:	GERMANY		
Postal Code:	69434		
Entity Type:	CORPORATION: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1772946	TOVEL	
CORRESPONDENCE DATA			
Fax Number:	(330)244-1173		
Phone:	330-244-1174		
Email:	docket@sandandsebolt.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:	Joseph A. Sebolt		
Address Line 1:	4940 Munson Street NW		
Address Line 2:	Aegis Tower, Suite 1100		
Address Line 4:	Canton, OHIO 44718-3615		
ATTORNEY DOCKET NUMBER:	2470088US1AT		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

900208926

TRADEMARK
 REEL: 004674 FRAME: 0213

OP \$40.00 1772946

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Laura L. Beoglos

Signature:

/lauralbeoglos/

Date:

12/07/2011

Total Attachments: 2

source=2470088US1AT Assignment#page1.tif

source=2470088US1AT Assignment#page2.tif

ASSIGNMENT OF TRADEMARK

WHEREAS, Esselte S.p.A., an Italian corporation, having a business address of Viale Europa 41, Milan, Italy 20090 (hereinafter referred to as ASSIGNOR) is the owner of the entire right, title, and interest in the trademark TOVEL having U.S. Registration No. 1,772,946, registered May 26, 1993, and is the record title holder of said trademark; and

WHEREAS, Checkpoint Systems International GmbH, a German corporation, having a business address of Ershelmer Strasse 69, 69434 Hirschhorn, Germany (hereinafter referred to as ASSIGNEE) is desirous of purchasing the entire right, title, and interest in said trademark including the goodwill of the business symbolized by said trademark, and

WHEREAS, ASSIGNEE desires to obtain the legal title to said trademark;

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, ASSIGNOR by these presents hereby assigns, transfers, conveys, and sets over unto said ASSIGNEE, its successors, assigns and legal representatives, the entire right, title, and interest to and under said trademark, together with the goodwill of the business in connection with which said trademark was and is used, and all rights incident thereto;

Said ASSIGNOR hereby releases, assigns, and transfers unto said ASSIGNEE its successors, assigns and legal representatives, all rights, title, and interest, claims and demands whatsoever said ASSIGNOR had in, to and by, under and through, said trademark, 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 ASSIGNEE for its own 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 said ASSIGNOR had this Assignment not been made.

Executed this 20th day of September, 2011.

ASSIGNOR

ATTEST: Lisa Duff

William J. Jurg
Esselte S.p.A. By: William S. Lundregan