

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
Sanford, L.P.		11/09/2011	LIMITED PARTNERSHIP: ILLINOIS

RECEIVING PARTY DATA

Name:	Newell Rubbermaid Europe LLC
Street Address:	3 Glenlake Parkway
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30328
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3313137	COOL CLICKS
Registration Number:	3022186	DATEMARK
Registration Number:	2767830	LABEL BLASTER
Registration Number:	2211838	LABEL BUDDY
Registration Number:	2873758	LABELMANAGER
Registration Number:	2945541	LABELPOINT
Registration Number:	2534475	LETRATAG
Registration Number:	3416497	MARINEPRO

CORRESPONDENCE DATA

Fax Number: (630)481-1699
 Phone: 630.481.1667
 Email: Lisa.Winger@newellco.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

CH \$215.00 3313137

Correspondent Name: Lisa Winger
Address Line 1: 2707 Butterfield Road, Suite 100
Address Line 4: Oak Brook, ILLINOIS 60523

ATTORNEY DOCKET NUMBER: 1540290982/ 511610

NAME OF SUBMITTER: Lisa Winger

Signature: /LW/

Date: 03/07/2012

Total Attachments: 6

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“Assignment”) is made and entered into on November 9, 2011 by and between Sanford, L.P., a limited partnership organized under the laws of Illinois with company registration no. S011967 (“Assignor”), and Newell Rubbermaid Europe LLC, a limited liability company organized under the laws of Delaware (“Assignee”) with company registration no. 4464843.

RECITALS

WHEREAS, Assignor owns certain trademark applications and/or registrations set forth in Exhibit A, attached hereto and made a part hereof (the “Trademarks”);

WHEREAS, as part of the restructuring of the Newell Rubbermaid group of companies, Assignor desires to assign the Trademarks to Assignee and;

WHEREAS, Assignee desires to acquire and accept from Assignor all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and with the intention of being legally bound hereby, Assignor does hereby sell, assign, transfer and set over unto Assignee all of Assignor’s right, title and interest in and the Trademarks together with the goodwill of the business symbolized by such Trademarks, including without limitation (1) Assignor’s right, title and interest in and to any pending applications for registration, if any, for the Trademarks; (2) all income, royalties, damages and payments now or hereafter due, and/or payable, under and with respect thereto, including without limitation damages and payments for past or future infringements thereof; (3) the right to sue for past, present and future infringements thereof; and (4) all rights corresponding thereto throughout the world; as fully and entirely as the same would have been held and enjoyed by such Assignor had this Assignment not been made. Assignee hereby accepts the Assignment. Assignor states its consent that the Assignee may be recorded with the respective authorities and offices as successor in title.

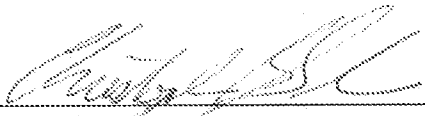
Assignor further agrees that, when requested, Assignor will, without demanding any further consideration therefor, do all lawful and just acts, including the execution and acknowledgement of instruments, that may be or become necessary for maintaining and perfecting Assignee’s right to the Trademarks and to render all necessary assistance in making application for and obtaining registration of the Trademarks with the trademark offices in all countries and in enforcing any rights or choses in action as a result of such applications or the Trademarks by giving testimony in any proceedings or transactions involving such applications or the Trademarks, and by executing preliminary statements or other affidavits, it being understood that this Assignment and the foregoing agreements and covenants shall bind, and shall inure to the benefit of, the respective assigns, successors, and legal representatives of Assignor and Assignee.

This Assignment may be executed in one or more counterparts, and each executed counterpart shall be considered an original of this Assignment. Furthermore, delivery of a copy of a counterpart signature by facsimile transmission or an electronic exchange methodology shall constitute a valid and binding execution and delivery of this Assignment, and such electronic copy shall constitute an enforceable original document.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed effective as of the date first above written.

ASSIGNOR:

SANFORD, L.P. by NEWELL OPERATING
COMPANY its General Partner

By: 
Name: Christopher Schneider
Title: Assistant Secretary

ASSIGNEE:

NEWELL RUBBERMAID EUROPE LLC

By: 
Name: Lisa Winger
Title: Assistant Secretary

In the State of Illinois, County of DuPage

On this 9th Day of November, 2011, before me, Lisa Schaitberger, the undersigned Notary Public, personally appeared Lisa Winger and Christopher Schneider, personally known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me the same for the purposes therein stated.

WITNESS my hand and official Seal



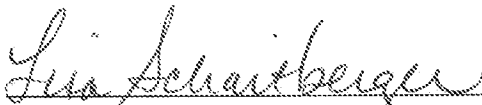

Lisa Schaitberger, Notary Public

Exhibit A - Trademarks

Trademark	Country	Status	Application Number	Registration Number
DYMO	Algeria	Registered		061977 (former 32437)
DYMO & Design No. 2 (Tape Design)	Argentina	Registered	1990799	1986104
DYMO & device	Argentina	Registered	2463014	1966482
DYMO	Aruba	Registered	12203	12203
LABELMANAGER	Australia	Registered	1147727	1147727
DYMO SO EINFACH, SO GUT	Austria	Registered	AM5432/2006	236549
DYMO	Bolivia	Registered		A-55714
DYMO	Brazil	Registered	823189210	823189210
DYMO	Brazil	Registered	823189228	823189228
DYMO	Brazil	Registered	823189449	823189449
DYMO&Logo	Brazil	Registered		3443779
ACID FREE DESIGN NO. 1	Canada	Pending	1393076	
LABELMANAGER	Canada	Registered	1324970	709786
PRINT SENSE	Canada	Pending	1483504	
DYMO	Chile	Registered	417158	417158
DYMO	Chile	Registered		694768
DYMO	China	Registered	238434	238434
DYMO IN CHINESE	China	Registered		539943
DYMO IN CHINESE	China	Registered		540460
DYMO IN CHINESE	China	Registered	4324082	4324082
DYMO INDUSTRIAL	China	Refused	4516862	
DYMO THE EASIER, THE BETTER	China	Registered	5672349	5672349
DYMO THE EASIER, THE BETTER	China	Registered	5672350	5672350
DYMO THE EASIER, THE BETTER	China	Registered	5672351	5672351
DYMO THE EASIER, THE BETTER	China	Registered	5672352	5672352
DYMO THE EASIER, THE BETTER	China	Registered	5672353	5672353
DYMO THE EASIER, THE BETTER	China	Registered	5672354	5672354
DYMO with Stylized "Y"	China	Registered	7892625	7892625
DYMO with Stylized "Y"	China	Pending	7892573	
DYMO with Stylized "Y"	China	Pending	7892572	
DYMO with Stylized "Y"	China	Pending	7892624	
DYMO with Stylized "Y"	China	Pending	7892623	
DYMO with Stylized "Y"	China	Pending	7892571	
DYMO with Stylized "Y"	China	Pending	7892574	
DYMO	Colombia	Registered	92358481	136424
COOL CLICKS	CTM	Registered	4385721	4385721
PRINT SENSE	CTM	Registered	9169129	9169129
TAPEWRITER	France	Registered	782988	1416436
DYMO SO EINFACH, SO GUT	Germany	Registered	30647894.3	30647894
TAPEWRITER	Germany	Registered	D 12625	772721
DYMO	Greece	Registered		30496
DYMO	Guatemala	Registered	16274	016274/10/48
DYMO Y ETIQUETA	Guatemala	Registered	16273	016273/9/48
DYMO THE EASIER, THE BETTER	Hong Kong	Registered	300711468	300711468
DYMO	Hungary	Registered	M 73 01135	116035
DYMO	Ireland	Registered		67303

Exhibit A - Trademarks

Trademark	Country	Status	Application Number	Registration Number
DYMO	Kenya	Registered	19122	19122
DYMO	Malaysia	Registered	95013267	95013267
DYMO	Malaysia	Registered	95013268	95013268
DYMO	Malaysia	Registered	95/13268	95/13268
DYMO	Mexico	Registered	17584	330731
DYMO	Mexico	Registered	17586	331562
DYMO	Mexico	Registered		335698
DYMO	Mexico	Registered	177608	446802
LABELMANAGER	Mexico	Pending	821013	
DYMO	Morocco	Registered	47636	23125
DYMO	Norway	Registered	105173	90687
DYMO DISCPAINTER	Norway	Registered	200608967	246750
DYMO LABELMANAGER	Norway	Registered	200613955	247117
DYMO THE EASIER, THE BETTER	Norway	Registered	200700935	251923
DYMO	Peru	Registered	20830	20830
DYMO	Republic of Korea (South)	Registered		88209
DYMO	Republic of Korea (South)	Registered		88579
DYMO	Republic of Korea (South)	Registered		102157
DYMO	Republic of Korea (South)	Registered	11558/85	129151
DYMO	South Africa	Registered		65/1685
DYMO	South Africa	Registered		65/1686
DYMO	South Africa	Registered		70/3498
DYMO	South Africa	Registered		70/3499
DYMO	South Africa	Registered		70/3500
DYMO	South Africa	Registered		70/3502
DYMO	South Africa	Registered		70/3503
DYMO	South Africa	Registered		70/3505
DYMO	South Africa	Registered		70/3506
DYMO	Thailand	Registered	283045	37050
DYMO	Thailand	Registered	283046	46782
DYMO	Thailand	Registered	253099 (134704)	29900 (92793)
DYMO	Thailand	Registered	285748(134704)	TM29913 (92793)
DYMO	Thailand	Registered	285749	TM29914
DYMO	Trinidad & Tobago	Registered		4891
DYMO	Trinidad & Tobago	Registered		4892
DYMO	Trinidad & Tobago	Registered		4893
DYMO	Tunisia	Registered		EE01.2132
DYMO	Turkey	Registered	168174	168174
Cool Clicks	United States of America	Registered	76/640117	3313137
DATEMARK	United States of America	Registered	76/609833	3022186
LABEL BLASTER	United States of America	Registered	76/377648	2767830
LABEL BUDDY	United States of America	Registered	75/305522	2211838
LABELMANAGER	United States of America	Registered	76/517871	2873758
LABELPOINT (Stylized Letters)	United States of America	Registered	76/517866	2945541

Exhibit A - Trademarks

Trademark	Country	Status	Application Number	Registration Number
LETRATAG	United States of America	Registered	75567712	2534475
MARINEPRO Stylized Letters	United States of America	Registered	76/637344	3416497
DYMO	Venezuela	Registered	48441	F-48441
DYMO	Venezuela	Registered	48442	F-48442
DYMO	Vietnam	Registered	26650	22458