

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
The Strive Group, LLC		01/30/2012	LIMITED LIABILITY COMPANY: ILLINOIS
RECEIVING PARTY DATA			
Name:	Menasha Packaging Company, LLC		
Street Address:	1645 Bergstrom Road		
City:	Neenah		
State/Country:	WISCONSIN		
Postal Code:	54956		
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2919283	THE STRIVE GROUP	
Registration Number:	3968972	STRIVE LOGISTICS	
Registration Number:	3972827	STRIVE LOGISTICS SL	
CORRESPONDENCE DATA			
Fax Number:	(414)978-8675		
Phone:	414 277 5675		
Email:	marta.levine@quarles.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:	Marta S. Levine		
Address Line 1:	Quarles & Brady LLP		
Address Line 2:	411 East Wisconsin Avenue		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	650005.00098		


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NAME OF SUBMITTER:	Marta S. Levine
Signature:	/MartaLevine/
Date:	03/08/2012
Total Attachments: 3 source=Trademark Assignment_TheStriveGroup#page1.tif source=Trademark Assignment_TheStriveGroup#page2.tif source=Trademark Assignment_TheStriveGroup#page3.tif	

Trademark Assignment

This Trademark Assignment is made by and between The Strive Group, LLC, an Illinois limited liability company located at 350 North Clark Street, Chicago, Illinois 60654 ("Seller"), and Menasha Packaging Company, LLC, a Wisconsin limited liability company located at 1645 Bergstrom Road, Neenah, Wisconsin 54956 ("Buyer").

Whereas, Seller is the owner of the trademarks shown below:

Mark	Reg. No.	Issue Date	Goods/Services/Int. Class
THE STRIVE GROUP	2919283	Jan. 18, 2005	(Int. Cl. 16) Corrugated containers not for holding beverages used for merchandising products, cardboard cartons and cardboard floor displays for merchandising products (Int. Cl. 35) distributorships in the field of distributing floor display units for others; providing logistics management and fulfillments and services support to assist others in distribution of products contained in floor display units (Int. Cl. 39) warehouse storage services and freight transportation services for delivery of others goods by trucks, ships and air (Int. Cl. 42) offset printing, lithographic printing graphic design and structural design and tracking services for retrieval of encoded products
STRIVE LOGISTICS	3968972	May 31, 2011	(Int. Cl. 35) Transportation logistics services, namely, arranging the transportation of goods for others
STRIVE LOGISTICS SL and Design 	3972827	Jun. 7, 2011	(Int. Cl. 35) Transportation logistics services, namely, arranging the transportation of goods for others

the registrations therefor with the U.S. Patent and Trademark Office, and the goodwill of the business in connection therewith (the "Trademarks").

Whereas, Buyer desires to acquire the Trademarks.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Seller hereby sells, assigns and transfers to Buyer all of Seller's right, title and interest in and to the Trademarks and all of Seller's right, title and interest


in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademarks.

This Trademark Assignment is made pursuant to that certain Asset Purchase Agreement dated January 20, 2012 by and among Buyer, Seller, and Shelley A. Kleinhans and Mark Stern as Co-Trustees of the Sharfstein 2009 Annuity Trust; Shelley A. Kleinhans and Mark Stern as Co-Trustees of the Sharfstein Gift Trust dated March 13, 2007; Carter W. Sharfstein as Trustee of the Jeffrey T. Sharfstein 2009 Qualified Annuity Trust; Douglas Sharfstein, Jeffrey T. Sharfstein, John Feindt, Fulvio Pagnozzi, and Michael Green (the "Agreement"). To the extent of any conflict between the terms of this Trademark Assignment and the Agreement, the terms of the Agreement shall prevail and control.

In witness whereof, Seller has caused this Trademark Assignment to be executed by its duly authorized representative as of the date written below.

*Remainder of Page Intentionally Left Blank.
Signatures Follow.*

The Strive Group, LLC

By: 
Name: JEFFREY T. SHARESTEIN
Title: PRESIDENT AND CEO
Date: January 30, 2012