

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
Rally Inc.		03/01/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SCA Tissue North America LLC		
Street Address:	Cira Centre, Suite 2600, 2929 Arch Street		
City:	Philadelphia		
State/Country:	PENNSYLVANIA		
Postal Code:	19104		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3924255	DOOR MATES	
CORRESPONDENCE DATA			
Fax Number:	4149788789		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	414.277.5789		
Email:	tm-dept@quarles.com		
Correspondent Name:	Cheryl M. Smukowski		
Address Line 1:	411 East Wisconsin Avenue		
Address Line 2:	Quarles & Brady LLP		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	112218.00082		
NAME OF SUBMITTER:	Cheryl M. Smukowski		
Signature:	/cms/		
Date:	05/15/2012		
Total Attachments: 1 source=Assignment Rally to SCA Tissue#page1.tif			

CH \$40.00 3924255

**TRADEMARK ASSIGNMENT**

WHEREAS, Name Rally Inc., having a principal place of business at 3520 Overland Avenue, Suite A161, Los Angeles, CA 90034 USA (hereinafter "Assignor"), is the record owner of US Trademark Registration No. 3924255 (the "Registration") for DOOR MATES (the "Trademark"); and

WHEREAS, SCA Tissue North America LLC, a Delaware limited liability company with its principal address at Cira Centre, Suite 2600, 2929 Arch Street, Philadelphia, PA 19104 (hereinafter "Assignee"), wishes to acquire all right, title and interest in and to the Registration and the Trademark and the goodwill symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency whereof are hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, its successors and assigns, the entire right, title and interest in and to the Registration and the Trademark and the goodwill symbolized thereby, as well as the right to sue for past and present infringements thereof.

This Assignment is effective as of March 1, 2012.

Name Rally Inc.

By: 

Name: Matt Bransby

Title: President

Date: 3/1/12