

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM409488

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Acco Brands Corporation		11/02/2015	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Beacon Promotions, Inc.		
Street Address:	2121 Bridge Street		
City:	New Ulm		
State/Country:	MINNESOTA		
Postal Code:	56073		
Entity Type:	Corporation: MINNESOTA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2098796	READY REFERENCE	
Registration Number:	2067480	READY REFERENCE BRAND	
CORRESPONDENCE DATA			
Fax Number:	7733200593		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	7733200593		
Email:	tmdocket@culhanemeadows.com		
Correspondent Name:	Angela Washelesky		
Address Line 1:	4249 N Kolmar Ave, Suite 101		
Address Line 4:	Chicago, ILLINOIS 60641-1948		
NAME OF SUBMITTER:	Angela Washelesky		
SIGNATURE:	/Angela Washelesky/		
DATE SIGNED:	12/19/2016		
Total Attachments: 2			
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Schedule 2
U.S. Trademark Assignment

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of 11/2, 2015 (the "Effective Date") by and between ACCO BRANDS CORPORATION, a Delaware corporation ("Assignor"), and BEACON PROMOTIONS, INC., a Minnesota corporation ("Assignee").

WHEREAS, Assignor owns all right, title and interest in and to United States Trademark Registrations Nos. 2,098,796 and 2,067,480 (collectively, the "Trademarks"); and

WHEREAS, Assignee desires that Assignee acquire all of Assignor's right, title, and interest in and to the Trademark, and Assignor desires to assign same to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, sells and transfers unto Assignee, its successors and assigns, all of its right, title and interest throughout the world in perpetuity, including common law rights, in and to the Trademarks, together with the goodwill associated therewith, and the right to sue and recover for all past, present and future infringements and other violations of the Trademarks, the same to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had this assignment not been made. Assignor hereby covenants and agrees to provide any further necessary documentation and do all further acts reasonably requested by Assignee in this regard to confirm and perfect title in and to the Trademarks in Assignee, its successors, assigns or other legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment as of the Effective Date.

ASSIGNOR:

ACCO BRANDS CORPORATION

By: Thomas Tiedford
Name: THOMAS W. TIEDFORD
Title: President, North America ACCO Brands

ASSIGNEE:

BEACON PROMOTIONS INC.

By: Gary S. Hefner
Name: Gary S. Hefner
Title: President

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