

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM435397

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Qualified Innovation Inc.		06/29/2012	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Polyfirst Packaging, Inc.		
Street Address:	2261 Innovation Way		
City:	Hartford		
State/Country:	WISCONSIN		
Postal Code:	53027		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2364263	FUL-WRAP	
CORRESPONDENCE DATA			
Fax Number:	4142735198		
<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:	4142733500		
Email:	bgilpin@gklaw.com		
Correspondent Name:	Brian G. Gilpin		
Address Line 1:	833 East Michigan Street, Suite 1800		
Address Line 2:	Godfrey & Kahn, S.C.		
Address Line 4:	Milwaukee, WISCONSIN 53202-5615		
NAME OF SUBMITTER:	Brian G. Gilpin		
SIGNATURE:	/brian g. gilpin/		
DATE SIGNED:	07/17/2017		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

WHEREAS, Qualified Innovation Inc., an Illinois corporation (the "Assignor"), owns all right, title, and interest in the trademarks listed in the attached Schedule A and any related common law rights, and including the goodwill associated therewith (collectively referred to as the "Trademarks");

WHEREAS, Polyfirst Packaging, Inc., a Wisconsin corporation having its principal place of business at 2261 Innovation Way, Hartford, Wisconsin 53027 ("Assignee"), is acquiring certain of the assets of Assignor, including the Trademarks, pursuant to an Asset Purchase Agreement, dated as of June 29, 2012, by and among Assignor and Assignee (the "Purchase Agreement"); and

WHEREAS, in connection with such Asset Purchase Agreement, Assignee is acquiring all rights throughout the world in and to the Trademarks and any applications and registrations therefor, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, along with the right to recover damages and profits for past and future infringements thereof.

NOW, THEREFORE, for the good and valuable consideration set forth in the Asset Purchase Agreement, the sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1. Assignor hereby sells, assigns, and transfers unto Assignee all right, title, and interest in and to the Trademarks and any applications or registrations therefor, together with all common law rights therein, the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, throughout the world, all renewals thereof, and all proceeds therefrom together with any and all claims or causes of infringement or dilution thereof that may have accrued prior to and/or after the effective date of this Trademark Assignment, together with the right to bring suit for and/or initiate any proceeding to collect any and all damages arising from said claims or causes of action, to be held and enjoyed by the Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.
2. Assignee is the successor-in-interest to the ongoing business of Assignor, or that portion of the business to which the Trademarks pertain.
3. This Trademark Assignment may be executed simultaneously in counterparts, each of which shall be deemed an original, but both of which together shall constitute one and the same instrument.
4. This Trademark Assignment is subject to all the terms and conditions of the Purchase Agreement. The parties intent that this Trademark Assignment is for recordation purposes only and its terms shall not modify the applicable terms and conditions of the Purchase Agreement, which govern the parties' rights and interests in the Trademarks.

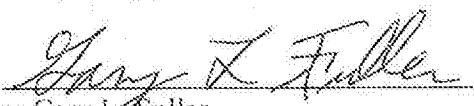
[Signature page follows.]

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment on the date indicated below on one or more counterparts, all of which counterparts shall be deemed as but one in the same instrument.

QUALIFIED INNOVATION INC.

POLYFIRST PACKAGING, INC.

By:


Name: Gary L. Fuller

Title: President

Date: June 29, 2012

By:


Name: Andrew R. Garni

Title: Vice President

Date: June 29, 2012

[Signature Page to Trademark Assignment]

SCHEUDLE A

Trademarks

MARK	COUNTRY	APP. NO./REG. NO.	FILING DATE/ REG. DATE
FUL-WRAP	US	2,364,263	07/04/2000