

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DENNISON MANUFACTURING COMPANY		09/02/2004	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	AVERY DENNISON CORPORATION		
Street Address:	150 NORTH ORANGE GROVE BLVD.		
City:	PASADENA		
State/Country:	CALIFORNIA		
Postal Code:	91103		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0691279	MARKS-A-LOT	
CORRESPONDENCE DATA			
Fax Number:	(626)577-8800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	626-795-9900		
Email:	PTO@CPH.COM		
Correspondent Name:	CHRISTIE, PARKER & HALE, LLP		
Address Line 1:	350 W. COLORADO BLVD.		
Address Line 2:	SUITE 500		
Address Line 4:	PASADENA, CALIFORNIA 91105		
ATTORNEY DOCKET NUMBER:	A23:27375-AW/RLM		
NAME OF SUBMITTER:	ANNE WANG		
Total Attachments: 1 source=assignment#page1.tif			

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WHEREAS, DENNISON MANUFACTURING COMPANY, a Nevada corporation, having a place of business at 150 NORTH ORANGE GROVE BLVD, PASADENA, CALIFORNIA 91103 ("ASSIGNOR" herein), has used and is the owner of the following trademark and registration.

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Docket No.</u>
MARKS-A-LOT	691,279	January 12, 1960	A23:27375

WHEREAS, AVERY DENNISON CORPORATION, a Delaware Corporation, having a place of business at 150 NORTH ORANGE GROVE BLVD, PASADENA, CALIFORNIA 91103 ("ASSIGNEE" herein), desires to acquire said trademark and the registration thereof, together with the goodwill of the business in connection with which said mark is used.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the above trademark and the above-identified registration thereof, and all rights and privileges pertaining to said trademark, together with that part of the goodwill of the business symbolized by the mark.

ASSIGNOR further agrees that it shall render all reasonable assistance to ASSIGNEE, and will, from time-to-time, execute all instruments and documents necessary to maintain, preserve or protect the trademark and the registration, and to perfect the record title of ASSIGNEE in and to said trademark and the said registration.

DENNISON MANUFACTURING COMPANY

Date Sept. 2, 2004

By R.P. Randall
R.P. RANDALL
VICE PRESIDENT AND SECRETARY

STATE OF California
COUNTY OF Los Angeles

On September 2, 2004, before me Kathryn A. Costantino, Notary Public, personally appeared R.P. RANDALL personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Kathryn A. Costantino
Signature of Notary

