

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 |
|----------------------------|----------|----------------|-----------------------|
| Avery Dennison Corporation | | 10/28/2011 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|-----------------|------------------------------------|
| Name: | Eckart America Corporation |
| Street Address: | 830 East Erie Street, P.O. Box 747 |
| City: | Painsville |
| State/Country: | OHIO |
| Postal Code: | 44077-0747 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 4

| Property Type | Number | Word Mark |
|----------------------|---------|-----------|
| Registration Number: | 1554319 | METALURE |
| Registration Number: | 3793849 | METALURE |
| Registration Number: | 3709816 | METALURE |
| Registration Number: | 3712922 | METALURE |

CORRESPONDENCE DATA

Fax Number: (412)945-5933
 Phone: 412-471-8815
 Email: assignments@webblaw.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Ann M. Cannoni, The Webb Law Firm
 Address Line 1: 420 Ft. Duquesne Blvd., Suite 1200
 Address Line 4: Pittsburgh, PENNSYLVANIA 15222

| | |
|-------------------------|---------------------------------|
| ATTORNEY DOCKET NUMBER: | 5012-091950 |
| NAME OF SUBMITTER: | Ann M. Cannoni, Reg. No. 35,972 |

OP \$115.00 1554319

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Signature: | /amc/ |
| Date: | 02/24/2012 |
| Total Attachments: 7 source=091950#page1.tif source=091950#page2.tif source=091950#page3.tif source=091950#page4.tif source=091950#page5.tif source=091950#page6.tif source=091950#page7.tif | |

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Avery Dennison Corporation

- Individual(s) Association
 General Partnership Limited Partnership
 Corporation- State: Delaware
 Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) October 28, 2011

- Assignment Merger
 Security Agreement Change of Name
 Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes
 No

Name: Eckart America Corporation

Internal

Address: _____

Street Address: 830 East Erie Street, P.O. Box 747

City: Painsville

State: Ohio

Country: US Zip: 44077-0747

- Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship Delaware
 Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1554319 3793849 3709816 3712922

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Ann M. Cannoni

Internal Address: The Webb Law Firm

Street Address: 420 Ft. Duquesne Blvd., Suite 1200

City: Pittsburgh

State: PA Zip: 15222

Phone Number: 412-471-8815

Fax Number: 412-945-5933

Email Address: assignments@webblaw.com

6. Total number of applications and registrations involved:

4

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 115.00

- Authorized to be charged by credit card
 Authorized to be charged to deposit account
 Enclosed

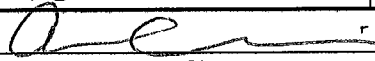
8. Payment Information:

a. Credit Card Last 4 Numbers 4775
Expiration Date 05/2012

b. Deposit Account Number 23-0650

Authorized User Name _____

9. Signature:


Signature

February 24, 2012

Date

Ann M. Cannoni, Reg. No. 35,972

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 7

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT ("IP Assignment"), dated as of October 28, 2011, is made by Avery Dennison Corporation and Avery Graphic Systems, Inc. (collectively, "Sellers"), each being a Delaware corporation, in favor of Eckart America Corporation ("Purchaser"), a Delaware corporation, the purchaser of certain intellectual property and other assets of Sellers pursuant to that certain Asset Purchase Agreement between Purchaser and Sellers, dated as of October 5, 2011 (the "Asset Purchase Agreement").

WHEREAS, under the terms of the Asset Purchase Agreement, Sellers have conveyed, transferred and assigned to Purchaser, among other assets, certain intellectual property of Sellers, and have agreed to execute and deliver this IP Assignment, for recording with governmental authorities including, but not limited to, the US Patent and Trademark Office and the US Copyright Office;

NOW THEREFORE, the parties agree as follows:

1. Assignment. In consideration for the execution of the Asset Purchase Agreement, the payment of the consideration stipulated in the Asset Purchase Agreement and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Sellers hereby irrevocably convey, transfer and assign to Purchaser, and Purchaser hereby accepts, all of Sellers' right, title and interest in and to the following (the "Assigned IP"):

(a) the patents and patent applications set forth in Annex A hereto and all issuances, divisions, continuations, continuations-in-part, reissues, extensions, reexaminations and renewals thereof (the "Patents");

(b) the trademark registrations and applications set forth in Annex A hereto, together with the goodwill connected with the use of and symbolized thereby and all issuances, extensions and renewals thereof (the "Trademarks"); and

(c) all rights of Seller accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world.

2. Recordation and Further Actions. Seller authorizes the Commissioner for Patents, the Commissioner for Trademarks and the Register of Copyrights and any other governmental officials to record and register this IP Assignment upon request by Purchaser. Seller shall take such reasonable steps and actions following the date hereof that are reasonably requested, including the execution of any reasonable documents, files, registrations, or other similar items, to ensure that the Assigned IP is properly assigned to Purchaser, or any assignee or successor thereto.

3. Terms of the Asset Purchase Agreement. The terms of the Asset Purchase Agreement, including, but not limited to, the representations, warranties, covenants, agreements and indemnities relating to the Assigned IP are incorporated herein by this reference. The parties hereto acknowledge and agree that the representations, warranties, covenants, agreements and indemnities contained in the Asset Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Asset Purchase Agreement and the terms hereof, the terms of the Asset Purchase Agreement shall govern.

4. Counterparts. This IP Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this IP Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this IP Assignment.

5. Successors and Assigns. This IP Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This IP Assignment and any claim, controversy, dispute or cause of action (whether in contract, tort or otherwise) based upon, arising out of or relating to this IP Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Delaware, without giving effect to any choice or conflict of law provision or rule (whether of the State of Delaware or any other jurisdiction).

[Signature Page Follows]

IN WITNESS WHEREOF, Seller has duly executed and delivered this IP Assignment as of the date first above written.

AVERY DENNISON CORPORATION

By: *S Miller*
Name: Susan C. Miller
Title: SVP, GC & Secretary

AVERY GRAPHIC SYSTEMS, INC.

By: *S Miller*
Name: Susan C. Miller
Title: President

AGREED TO AND ACCEPTED:

ECKART AMERICA CORPORATION

By: _____
Name:
Title:

[Signature Page to Intellectual Property Assignment Agreement]

IN WITNESS WHEREOF, Seller has duly executed and delivered this IP Assignment as of the date first above written.

EVERY DENNISON CORPORATION

By: _____
Name:
Title:

EVERY GRAPHIC SYSTEMS, INC.

By: _____
Name:
Title:

AGREED TO AND ACCEPTED:

ECKART AMERICA CORPORATION

By: _____
Name: *ANTHONY J. AMED JR*
Title: *PRESIDENT*

[Signature Page to Intellectual Property Assignment Agreement]

ANNEX A
ASSIGNED TRADEMARKS

Trademarks

| Country | Mark Type | Status | Trademark | Registration | Application # | Division | Division Name |
|---------|-----------|------------|-----------|--------------|---------------|----------|------------------------------|
| | | | | | | | Performance Films/Avioy U.S. |
| US | Trademark | Registered | METALURE | 1554319 | 73769015 | F383 | Performance Films/Avioy U.S. |
| US | Trademark | Registered | METALURE | 3793849 | 77512439 | F383 | Performance Films/Avioy U.S. |
| US | Trademark | Registered | METALURE | 3709816 | 77512446 | F383 | Performance Films/Avioy U.S. |
| US | Trademark | Registered | METALURE | 3712922 | 77512460 | F383 | Performance Films/Avioy U.S. |