

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM431725

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dennison Manufacturing Company		06/15/2017	Corporation: NEVADA
RECEIVING PARTY DATA			
Name:	Avery Dennison Corporation		
Street Address:	207 Goode Avenue		
City:	Glendale		
State/Country:	CALIFORNIA		
Postal Code:	91203		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	0859947	SECUR-A-TACH	
Registration Number:	0874652	BUTTONEER	
CORRESPONDENCE DATA			
Fax Number:	2149655988		
<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:	214-965-7293		
Email:	dallastrademarks@bakermckenzie.com		
Correspondent Name:	Denis V. Shamo		
Address Line 1:	2001 Ross Avenue		
Address Line 2:	2300 Trammel Crow Center		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	10001267-24280306-564		
NAME OF SUBMITTER:	Denis V. Shamo		
SIGNATURE:	/Denis V. Shamo/		
DATE SIGNED:	06/19/2017		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

ASSIGNMENT between Dennison Manufacturing Company ("Assignor"), a Nevada corporation with a principal place of business at 207 Goode Avenue, 5th Floor, Glendale, California 91203, and Avery Dennison Corporation ("Assignee"), a Delaware corporation with a principal place of business at 207 Goode Avenue, Glendale, California 91203. Assignor and Assignee are hereinafter collectively referred to as the "Parties" and each may be individually referred to as a "Party." This Assignment is effective as of the date it has been signed below.

WHEREAS, Assignor has adopted and is using, or is using through a related company, the trademarks identified below (the "Marks"), and is the owner of the United States Trademark Registrations therefor (the "Registrations");

<u>Trademark</u>	<u>U.S. Registration No.</u>	<u>Registration Date</u>
SECUR-A-TACH	859,947	November 12, 1968
BUTTONEER	874,652	August 12, 1969

WHEREAS, Assignee desires to acquire all of Assignor's right, title, and interest in and to the Marks and Registrations, as well as all associated goodwill;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each Party, Assignor hereby assigns to Assignee all of Assignor's rights, title, and interest in and to the Marks and Registrations, together with the goodwill of the business symbolized by the Marks and Registrations.

Assignor further assigned to Assignee all rights to sue for and receive all damages occurring from any past infringing uses of the Marks.

Assignor warrants that it has good and valid title to the marks and Registrations.

Assignor agrees that upon request by Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee, and do other lawful acts necessary to carry out the intent of this Assignment, as well as provide such documents, materials, information, and assistance as Assignee may consider necessary to carry out the intent of this Assignment.

This Assignment shall be binding on the Parties, their successors and/or assigns, and all others acting by, through, with, or under their direction, and all those in privity therewith.

DENNISON MANUFACTURING COMPANY



By: Vikas Arora

Title: Vice President & Secretary

Date: 6/15/17