

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM496451

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Paxar Corporation		10/31/2018	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Avery Dennison Retail Information Services, LLC		
Street Address:	8080 Norton Parkway		
City:	Mentor		
State/Country:	OHIO		
Postal Code:	44060		
Entity Type:	Limited Liability Company: NEVADA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2201362	636	
Registration Number:	2201363	676	
Registration Number:	2202836	656	
Registration Number:	1797429	PAXAR	
CORRESPONDENCE DATA			
Fax Number:	2149783099		
<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>			
Email:	dallastrademarks@bakermckenzie.com		
Correspondent Name:	Dyan House		
Address Line 1:	1900 N. Pearl St., Suite 1500		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	24280306-422		
NAME OF SUBMITTER:	Dyan M. House		
SIGNATURE:	/Dyan M. House/		
DATE SIGNED:	11/01/2018		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT OF TRADEMARKS ("Assignment") is entered into and effective as of October 31, 2018, ("Effective Date"), by and between Paxar Corporation, a New York corporation ("Assignor") and Avery Dennison Retail Information Services, LLC, a Nevada limited liability company ("Assignee").

WHEREAS, Assignor owns certain trademarks, as more particularly described on Exhibit A attached hereto and incorporated herein by reference for all purposes (the "Marks");

WHEREAS, Assignor is assigning to Assignee the Marks, common law rights, and other rights, title and interest of Assignor therein with respect to the Marks, as more fully described in this Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee all of Assignor's rights, title and interest in and to the following: (i) the Marks; (ii) all common law rights in and to the Marks; (iii) all logos, drawings, artwork and other depictions of the Marks; (iv) any and all registrations of the Marks on the Principal Register of the U.S. Patent and Trademark Office; (v) any and all applications for registration of the Marks currently pending in the U.S. Patent and Trademark Office; and (vi) the goodwill of the business symbolized by the Marks.

This Assignment and the rights and obligations of the parties hereto shall be governed by and construed in accordance with the laws of the State of Nevada. This Assignment cannot be amended or modified except in writing executed by Assignor and Assignee. This Assignment is binding on Assignor and its successor and assigns and inures to the benefit of Assignee and its successors and assigns.

ASSIGNOR:

Paxar Corporation

By: 
Name: Michael C. Maier
Title: Sr. Group IP Counsel

ASSIGNEE:

Avery Dennison Retail Information Services, LLC

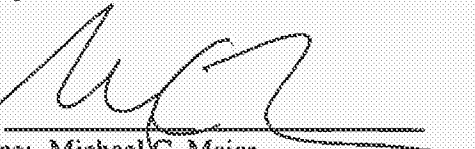
By: 
Name: Michael C. Maier
Title: Sr. Group IP Counsel

EXHIBIT A
The "Marks"

Mark	Reg. No.	Reg. Date
636	2201362	11/03/1998
656	2202836	11/10/1998
676	2201363	11/03/1998
PAXAR	1797429	10/12/1993