

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
General Binding Corporation		06/11/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Cosmo Films, Inc.		
Street Address:	1400 Johnson Way, Suite D		
City:	New Castle		
State/Country:	DELAWARE		
Postal Code:	19720		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1849913	LAY-FLAT	
Registration Number:	2609085	CYCLONE	
Registration Number:	3532550	FX	
CORRESPONDENCE DATA			
Fax Number:	(312)609-5005		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-609-7897		
Email:	hmiller@vedderprice.com		
Correspondent Name:	Holly Miller		
Address Line 1:	222 North LaSalle Street - 24th Floor		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	39884.00.0014/HMM		
NAME OF SUBMITTER:	Holly Miller		
Signature:	/Holly Miller/		

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TRADEMARK
 REEL: 004004 FRAME: 0853

Date:

06/12/2009

Total Attachments: 4

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EXECUTION VERSION

ASSIGNMENT OF U.S. TRADEMARKS

June 11, 2009

WHEREAS, General Binding Corporation, a Delaware corporation, having a place of business at 300 Tower Parkway, Lincolnshire, Illinois, 60069, U.S.A. ("*Assignor*"), is the owner of the trademark registrations described on Exhibit A attached hereto and made a part hereof (the "*Marks*"); and

WHEREAS, Cosmo Films, Inc., a Delaware corporation, having a place of business at 1400 Johnson Way, Suite D, New Castle, Delaware 19720 ("*Assignee*"), desires to acquire all of Assignor's right, title and interest in, to and under the said Marks and the registrations thereof;


NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, assign, transfer and set over to said Assignee all its right, title and interest in, to and under said Marks and registrations, together with the goodwill of the business symbolized by the Marks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

[SIGNATURE PAGE IMMEDIATELY FOLLOWS]

IN TESTIMONY WHEREOF, Assignor and Assignee have executed this Assignment by their proper officers thereunto duly authorized.

GENERAL BINDING CORPORATION

COSMO FILMS, INC.

By: 
Name: Steven Rubin
Title: Vice President and Secretary

By: _____
Name: _____
Title: _____

IN TESTIMONY WHEREOF, Assignor and Assignee have executed this Assignment by their proper officers thereunto duly authorized.

GENERAL BINDING CORPORATION

By: _____
Name: _____
Title: _____

COSMO FILMS, INC.

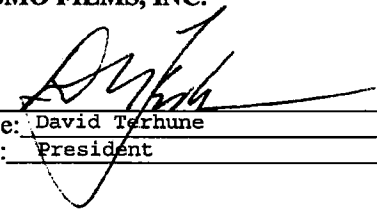
By:  _____
Name: David Terhune
Title: President

EXHIBIT A

Country	Mark	Reg. No.
U.S.A.	LAY-FLAT	1849913
U.S.A.	CYCLONE	2609085
U.S.A.	FX	3532550

EXHIBIT A TO TRADEMARK ASSIGNMENT AGREEMENT (UNITED STATES)

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