

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
Pactiv LLC		01/03/2012	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Reynolds Consumer Products Inc.		
Street Address:	1900 West Field Ct.		
Internal Address:	Legal Department		
City:	Lake Forest		
State/Country:	ILLINOIS		
Postal Code:	60045		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85451703	VIBRANTS	
Serial Number:	85384710	BLACK TIE	
CORRESPONDENCE DATA			
Fax Number: <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	PactivIPDocket@pactiv.com		
Correspondent Name:	Reynolds Group Holdings		
Address Line 1:	1900 West Field Ct.		
Address Line 2:	Legal Department		
Address Line 4:	Lake Forest, ILLINOIS 60045		
ATTORNEY DOCKET NUMBER:	CONSUMER		
NAME OF SUBMITTER:	Erica Frolich		

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Signature:	/erica frolich/
Date:	08/21/2012
Total Attachments: 2 source=2012-01-03 VIBRANTS and BLACK TIE TM Assignment#page1.tif source=2012-01-03 VIBRANTS and BLACK TIE TM Assignment#page2.tif	

TRADEMARK ASSIGNMENT

Assignment effective the 3rd day of January, 2012.

WHEREAS, Pactiv LLC, a limited liability company organized and existing under the laws of Delaware, formerly known as Pactiv Corporation, having a place of business at 1900 West Field Court, Lake Forest, Illinois 60045 (hereinafter "Assignor"), is the owner of all rights, title and interest in and to marks identified in Schedule A attached hereto, the trademark applications and/or registrations therefor, and the goodwill of the business symbolized by the marks; and

WHEREAS, Reynolds Consumer Products Inc., a company organized and existing under the laws of Delaware, having a place of business at 1900 West Field Court, Lake Forest, Illinois 60045 (hereinafter "Assignee"), is desirous of acquiring all of Assignor's rights, title, and interest in and to marks identified in Schedule A attached hereto, the trademark applications and/or registrations therefor, and the goodwill of the business symbolized by the marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

ASSIGNMENT OF RIGHTS

Said Assignor, does hereby irrevocably assign, transfer, grant, set over and convey unto Assignee, its successors and assigns, without reservation of any rights, title or interest, Assignor's entire worldwide and universal rights, title and interest in and to the marks identified in Schedule A attached hereto, the trademark applications and/or registrations therefor, together with the goodwill of the business symbolized by the marks, that portion of the business to which the mark(s) pertain, the same to be held and enjoyed by Assignee, for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, subsidiaries or other legal representatives, as the same would have been held and enjoyed by Assignor if this assignment had not been made, including, but not limited to, all common-law rights of Assignor in and/or to the marks owned by Assignor, and Assignor's right to sue for all claims, demands and/or causes for action, both at law and in equity, that Assignor may have on account of any infringement, claim of unfair competition, likelihood of confusion or dilution of the marks or any other claim or cause of action related to the mark prior to and following the effective date of this Assignment.

Assignor further assigns to Assignee the right to sue and recover damages and/or profits for claims of past infringement, unfair competition and/or dilution, if any.

IN WITNESS WHEREOF, representatives of the parties, having full power and authority to do so, have executed this Assignment effective as of the date first written above.

Pactiv LLC

Dated: August 21, 2012

By: _____

Name : Jay Barnes

Title : VP, General Counsel

SCHEDULE A

Mark	Country	Filing Date	Serial No.
VIBRANTS	U.S.	Oct. 20, 2011	85/451,703
BLACK TIE	U.S.	July 29, 2011	85/384,710