





06-04-1998

**ASSIGNMENT OF TRADEMARKS**  
(United States)

WHEREAS MACK PRINTING COMPANY, a Pennsylvania corporation, with offices at 1991 Northampton Street, Easton, Pennsylvania 18042-3189 ("Assignor"), has adopted, used and is using the trademarks, service marks and logotypes shown in Schedule A hereto in its business;

AND WHEREAS MACK PRINTING GROUP, INC., a Delaware corporation, with offices at Delaware Trust Building, 900 Market Street, Suite 200, Wilmington, Delaware 19801 ("Assignee"), is desirous of acquiring the trademarks, service marks and logotypes shown in Schedule A, and any other trademarks, services marks, trade names, logotypes, and trade dress used in such business (collectively, the "Trademarks"), together with the applications shown in Schedule A, any other applications for registration or registrations of the Trademarks, and the goodwill of the business symbolized by the Trademarks.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the applications shown in Schedule A and any other applications for registration or registrations of the Trademarks, and the goodwill of the business symbolized by the Trademarks.

Dated as of: April 21, 1998

MACK PRINTING COMPANY

By: Steven H. Smith  
Name: Steven H. Smith  
Title: Treasurer

**Schedule A**

**Applications**

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
M THE MACK PRINTING GROUP and Design	75/431,635	February 10, 1998
THE MACK PRINTING GROUP	75/431,545	February 10, 1998

**Common Law Marks**

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IMAGES

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RECORDED: 06/04/1998

TRADEMARK  
REEL: 1741 FRAME: 0018