

09-14-1998

EET

Attorney Docket No.: 7963-198



To the U.S. Patent and Trademark Office,

100826005

the attached original documents or copy thereof.

MRD 8-27-98

1. Name of conveying party(ies):

Checkpoint Systems, Inc.

2. Name and address of receiving party(ies):

Checkpoint Security Systems Group, Inc.
6640 Shady Oak Rd., Suite 300
Eden Prairie, MN 55344

- Individual(s) citizenship:
- Association:
- General Partnership:
- Limited Partnership:
- Corporation-State: Minnesota
- Other:

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other:

Execution Date: August 24, 1998

If assignee is not domiciled in the U.S.A., a domestic representative designation is attached: Yes; No

(Designations must be a separate document from Assignment)

4. Application number(s) or registration number(s):

A. Trademark Application No.(s):

75/386,304

B. Trademark Registration No.(s):

5. Name and address of party to whom correspondence document should be mailed:

ROBERTA JACOBS-MEADWAY, ESQ.
PANITCH SCHWARZE JACOBS & NADEL, P.C.
2005 Market Street - 22nd Floor
Philadelphia, PA 19103-7086
Telephone: (215) 567-2020
Facsimile: (215) 567-2991
E-Mail: psjn@psjn.com

6. Total number of applications and registrations involved: [1]

7. Total fee (37 CFR 3.41) Cal. 1 x \$40.00 = \$ 40.00
0 x \$25.00 = \$ 00.00

Authorized to be charged to deposit account

8. Deposit account number: 16-0235

09/10/1998 JSWBAZZ 00000199 160235 75386304
FC:481 40.00 CH

DO NOT USE THIS SPACE

9. Statement and signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Karol A. Kepchar
Name of Person Signing

August 27, 1998
Date

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO: U.S. PATENT AND TRADEMARK OFFICE OFFICE OF PUBLIC RECORDS - CRYSTAL GATEWAY 4, ROOM 335, WASHINGTON, D.C. 20231

BY: _____
DATE: 8-27-98

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BY: _____
DATE: 8-27-98

7963-198

ASSIGNMENT OF TRADEMARK

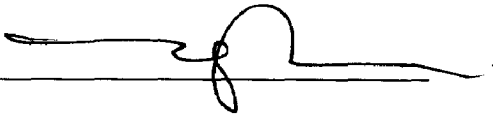
WHEREAS, Checkpoint Systems, Inc., a Pennsylvania corporation having an address of 550 Grove Road, Thorofare, New Jersey 08086 ("Checkpoint Systems"), has used and is using in its business the mark "CLARITY CONCEPT", which is the subject of Application Serial No. 75/386,304, filed November 7, 1997, in the United States Patent and Trademark Office.

WHEREAS, Checkpoint Security Systems Group, Inc., a Minnesota corporation having an address of 6640 Shady Oak Road, Suite 300, Eden Prairie, Minnesota 55344 ("Checkpoint Security") is desirous of acquiring all right, title and interest in the trademark together with the goodwill of the business symbolized by the trademark, and the application therefor;

WHEREAS, it is desired that the assignment of the mark and application be made of record in the United States Patent and Trademark Office, and other appropriate Patent and Trademark Offices.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, Checkpoint Systems hereby assigns to Checkpoint Security all right, title and interest in and to the "CLARITY CONCEPT" trademark, and the application therefor, together with the goodwill of the business symbolized by the trademark.

CHECKPOINT SYSTEMS, INC.

By: 

Title: Vice President - General Counsel & Secretary

Dated: August 24, 1998