



100942860

To the Honorable Commissioner of Patent

ed original documents or copy thereof.

1. Name of conveying party(ies): MFD
1-1499
Davis Houston

Individual(s) Association
 General Partnership Limited Liability
 Corporation (Delaware)
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

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

Name: Successories, Inc.
Internal Address: 2520 Diehl Road

City: Aurora State: IL ZIP: 60504

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Illinois
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: October 24, 1996

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

A. Trademark Application No.(s) _____

B. Trademark registration No.(s) 1,747,572

Additional numbers attached? Yes No

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

Name: VEDDER,PRICE, KAUFMAN & KAMMHOLZ
Attention: Tammy S. Settle
Internal Address: _____

Street Address: 222 North LaSalle Street
Suite 2600

City: Chicago State: IL ZIP: 60601

6. Total number of applications and registrations involved: 1

7. Total Fee (37 CFR 3.41) \$ 40.00

Enclosed
 Authorized to be charged to deposit account:
(Any Deficiencies)

8. Deposit account number: 22-0259

(Attach duplicate copy of this page if paying by deposit account)

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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.

Tammy S. Settle *Tammy S. Settle* January 13, 1999
Name of Person Signing Signature Date

01/15/1999 DNGUYEN 00000035 1747572 Total number of pages including cover sheet, attachments and document: 3

FC:431 40.00 DP

Mail documents to be recorded with required cover sheet information to

**Commissioner of Patents and Trademarks
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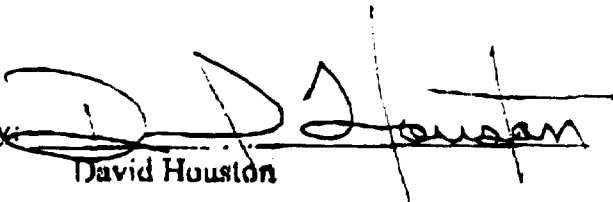
ASSIGNMENT OF REGISTRATION

STATE OF TEXAS)
 : SS.
COUNTY OF COLLIN)

WHEREAS, Davis Houston, 6744 Pentridge Drive, Plano, Texas, 75024 is the sole and exclusive owner of the mark BRITISH LINKS, which is registered in the United States Patent and Trademark Office, Registration Number 1,747,572 dated January 19, 1993; and

WHEREAS, Successors, Inc., 919 Springer Drive, Lombard, Illinois, 60148 is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said David Houston does hereby assign unto Successors, Inc. all rights, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the registration thereof, Number 1,747,572.

By: 
David Houston

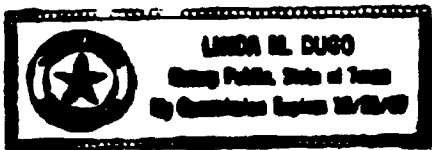
STATE OF TEXAS)

SS.

COUNTY OF COLLIN)

Before me a Notary Public, in and for the said county, personally appeared David Houston, the owner of the mark who executed the foregoing Assignment of Registration, who acknowledged that he did sign said instrument as the owner of the mark; and that said instrument is his free act and deed individually.

In Testimony Whereof, I have hereunto subscribed my name and affixed my official seal at Luna, TX this 24 day of October, 1996.



Linda M. Dugo
Notary Public