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03-19-1999



FRONT SHEET  
ONLY

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

MRLD 3/3/99

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To the Honorable Commission

100988910

and the attached original documents or copy thereof.

1. Name of conveying party(ies):

Strata Graphics, Inc.

- Individual(s)
- General Partnership
- Corporation-State Pennsylvania
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: January 19, 1999

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

Name: M-B Sales, L.P.

Internal Address:

Street Address: 777 Oakmont Lane

City: Westmont State: IL ZIP: 60559

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership Delaware
- Corporation-State
- 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)

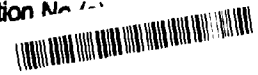
Additional name(s) & address(es) attached?  Yes  No

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

A. Trademark Application No.(s)

B. Trademark registration No.(s)

2,003,059



03-03-1999

U.S. Patent & TMO's/TM Mail Rpt'Dr: #64

Additional numbers attached?  Yes  No

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

Name: Antony J. McShane

Internal Address: Katten Muchin & Zavis

Suite 1600

Street Address: 525 West Monroe Street

City: Chicago State: IL ZIP: 60661-3693

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

8. Deposit account number:

03/19/1999 DNGUYEN 00000018 2003059

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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.

Deborah A. Wing  
Name of Person Signing

Signature

3/3/99  
Date

Total number of pages comprising cover sheet:

1

**ASSIGNMENT OF U.S. TRADEMARKS**

WHEREAS, Strata Graphics, Inc., a Pennsylvania corporation ("Assignor"), located and doing business at 2000 Butler Pike, Conshohocken, PA 19428 has adopted and used in its business the following service mark, THE MARKETING STORE, (the "Service Mark") for use with business marketing consulting services, which it has registered on the Principal Register of the U.S. Patent and Trademark Office, Registration Number 2,003,059.

WHEREAS, M-B Sales, L.P., a Delaware Limited Partnership ("Assignee"), located and doing business at 777 Oakmont Lane, Westmont, Illinois 60559 is desirous of acquiring said Service Mark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor sells, assigns and transfers to Assignee the entire right, title, and interest in, to and under the Service Mark and the registration therefor, together with the goodwill connected with the use of and symbolized by the Service Mark and the right to sue and recover for any past infringements of the Service Mark.

STRATA GRAPHICS, INC.

By: [Signature]

Name: Jattee Psannak

Title: President

STATE OF Pennsylvania )  
 ) SS  
COUNTY OF Montgomery )

SUBSCRIBED AND SWORN  
to before me this 19<sup>th</sup> day  
of January, 1999  
Sherry S. Butterworth  
Notary Public



"Express Mail" mailing label number:

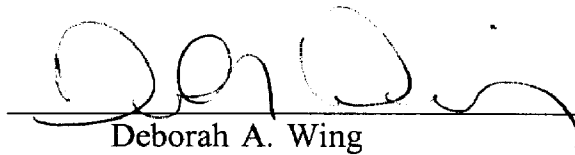
EJ268611258US

Date of Deposit: March 3, 1999

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513.

March 3, 1999

Date

  
Deborah A. Wing

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