

REC  
TI

04-16-1999



4.6.99

Tab settings

101012795

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Deluxe Corporation  
3680 Victoria Street North  
St. Paul, Minnesota 55126

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

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

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

Name: Taylor Corporation  
Internal Address: P.O. Box 3728  
Street Address: 1725 Roe Crest Drive  
City: North Mankato State: MN ZIP: 56002

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Minnesota
- 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
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: February 10, 1999

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

A. Trademark Application No.(s)  
74/673,633 WORLD'S EASIEST BUSINESS CARDS

B. Trademark registration No.(s)

Additional numbers attached?  Yes  No

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

Name: Thomas S. Berg, Paralegal  
Internal Address: Gray, Plant, Mooty,  
Mooty & Bennett, P. A.  
3400 City Center  
Street Address: 33 South Sixth Street  
City: Minneapolis State: MN ZIP: 55402

6. Total number of applications and registrations involved: One

7. Total fee (37 CFR 3.41):..... \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:  
  
(Attach duplicate copy of this page if paying by deposit account)

04/15/1999 JSHBAZZ 00000020 74673633

DO NOT USE THIS SPACE

01 FC:481 40.00 DP

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.

Thomas S. Berg, Paralegal  
Name of Person Signing

Signature

April 5, 1999  
Date

Total number of pages of this Application sheet: Two

ASSIGNMENT OF APPLICATION FOR REGISTRATION

WHEREAS, Deluxe Corporation ("Assignor"), a Minnesota corporation, with principal offices located at 3680 Victoria Street, North, St. Paul, Minnesota 55126, has filed an intent-to-use application in the United States Patent and Trademark Office on May 15, 1995, which application was subsequently assigned Serial No. 74/673,633 as follows: WORLD'S EASIEST BUSINESS CARDS; and

WHEREAS, Taylor Corporation ("Assignee"), a Minnesota corporation with principal offices located at 1725 Roe Crest Drive, P.O. Box 3728, North Mankato, Minnesota 56002-3728, is desirous of acquiring Assignor's rights in said mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Deluxe Corporation does hereby assign unto the said Taylor Corporation, all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified application for registration of said mark.

DELUXE CORPORATION

By: Stephen L. Peterson  
Its: Vice President

STATE OF MINNESOTA    )  
  ) ss.  
COUNTY OF RAMSEY    )

The foregoing was acknowledged before me this 10<sup>th</sup> day of February 1999, by Stephen L. Peterson the Vice President of Deluxe Corporation, a corporation under the laws of the State of Minnesota, on behalf of the corporation.

Susan J. Losinski  
NOTARY PUBLIC

