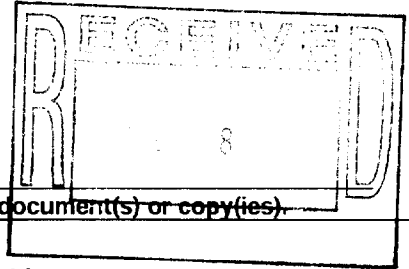


07-12-1999



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY



78-99

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year _____
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name JOSTENS FOUNDATION, INC.

05/24/1999

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization _____

Receiving Party

Mark if additional names of receiving parties attached

Name JOSTENS, INC.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 5501 NORMAN CENTER DRIVE

Address (line 2) _____

Address (line 3) MINNEAPOLIS
City

MN
State/Country

55437
Zip Code

- Individual General Partnership Limited Partnership
- Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization MN

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

07/09/1999 MTHAI1 00000204 1722691

FOR OFFICE USE ONLY

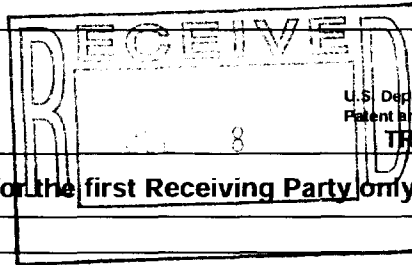
01 FC:481

40.00 DP

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Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1,722,691"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved. #

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

DIANA K. WEBER

Name of Person Signing

Diana K. Weber

Signature

6/11/99

Date Signed

ASSIGNMENT OF TRADEMARK

STATE OF MINNESOTA

COUNTY OF HENNEPIN

WHEREAS, The Jostens Foundation, Inc. located at 5501 Norman Center Drive, Minneapolis, MN 55437, is the owner of trademark number 1,722,691 for RENAISSANCE (and design) registered October 6, 1992 (the "Mark");

WHEREAS, Jostens, Inc. of 5501 Norman Center Drive, Minneapolis, MN 55437 desires to acquire the Mark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, The Jostens Foundation, Inc. does hereby assign unto Jostens, Inc. all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks.

THE JOSTENS FOUNDATION, INC.

Dated: 5/24/99

BY: Lory Sutton
Lory Sutton
Executive Director

STATE OF MINNESOTA

COUNTY OF HENNEPIN

On this 24th day of May 1999, personally appeared Lory Sutton to me known and known to me to be the Executive Director of The Jostens Foundation, Inc., the assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said assignor and pursuant to authority duly received.

Katherine A. Hines

