

01-03-2000



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RECORDATION FORM COVER SHEET
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NOV 12-13-99

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

Merger

Change of Name

Other _____

Effective Date
Month Day Year
11301999

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
11301999

Name Nystrom Division of Herff Jones, Inc.

Formerly _____

Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Indiana

Receiving Party

Mark if additional names of receiving parties attached

Name The Herff Jones Company of Indiana, Inc.

DBA/AKATA _____

Composed of _____

Address (line 1) 4625 West 62nd St.

Address (line 2) _____

Address (line 3) Indianapolis

IN

46268

Individual General Partnership Limited Partnership 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.)

Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Indiana

12/30/1999 DNGUYEN 00000024 2215368

FOR OFFICE USE ONLY

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40.00 OP

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 002005 FRAME: 0029

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

317-231-7439

Name

Julia Spoor Gard

Address (line 1)

Barnes & Thornburg

Address (line 2)

11 South Meridian Street

Address (line 3)

Indianapolis, Indiana 46204

Address (line 4)

Pages

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

#

2

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)

2215368		

Number of Properties

Enter the total number of properties involved.

#

1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

40.00

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:

#

10-0435

Authorization to charge additional fees:

Yes

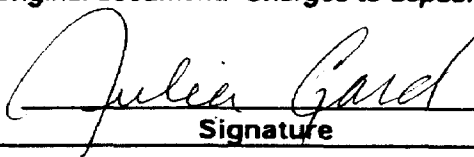
No

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.

Julia Spoor Gard

Name of Person Signing



Signature

December 8, 1999

Date Signed

NUNC PRO TUNC ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Nystrom Division Of Herff Jones, Inc., an Indiana corporation, having a place of business at 3333 Elston Avenue, Chicago, Illinois 60618 ("Assignor"), has assigned and hereby assigns effective as of December 29, 1998 to The Herff Jones Company of Indiana, Inc., an Indiana corporation having its place of business at 4625 West 62nd Street, Indianapolis, Indiana 46268 ("Assignee"), all of its rights, title, and interest in and to the trademarks and registrations thereof identified in Schedule A attached hereto, together with the goodwill of the business symbolized thereby.

Executed this 30 day of November, 1999 at Chicago, Ill

NYSTROM DIVISION OF HERFF JONES, INC.

By: James J. Cerza

Name: JAMES J. CERZA

Title: PRESIDENT

STATE OF INDIANA)
) SS:
COUNTY OF MARION)

Before me, the undersigned a Notary Public in and for said County and State, personally appeared James W. Hubbard as President of Herff Jones, Inc. who having been duly sworn upon his oath acknowledged the execution of the foregoing Nunc Pro Tunc Assignment for and on behalf of said corporation.

Witness my hand and Notarial Seal this _____ day of November, 1999.

Notary Public

Printed Signature

County of Residence: _____
Commission Expires: _____

INDS02 GAD 224505

SCHEDULE A
United States

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
EXPLORING WHERE & WHY	2215368	December 29, 1998