

03/31/00

Form PTO-1594
1-3-92

04-24-2000

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



101332342

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

2000 MAR 31 PM 2:31
OPER/FINANCE

1. Name of conveying party(ies):

Schwaab, Inc.
11415 West Burleigh Street
P.O. Box 26069
Milwaukee, Wisconsin 53226-0069

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

Kinko's, Inc.
255 West Stanley Ave.
Post Office Box 8000
Ventura, CA 93002-8000

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

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

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

3. Nature of conveyance:

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
Additional name(s) of address(es) attached? Yes No

Execution Date: March 23, 2000

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

A. Trademark Application No.(s)

75/426,635

B. Trademark registration No.(s)

Additional numbers attached? Yes No

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

Rod S. Berman, Esq
Jeffer, Mangels, Butler & Marmaro LLP
2121 Avenue of the Stars, Tenth Floor
Los Angeles, California 90067-5010

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: 10-0440

(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 is true and correct and any attached copy is a true copy of the original document.

Rod S. Berman,
Name of Person Signing

[Signature]
Signature

3/31/00
Date

Total number of pages conveying cover sheet: | 2 |

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EXHIBIT B

ASSIGNMENT OF TRADEMARKS

Schwaab, Inc., a Wisconsin corporation ("Assignor"), for valuable consideration, the receipt and adequacy whereof are hereby acknowledged, hereby assigns and transfers to Kinko's Inc., a Delaware corporation ("Assignee"), and Assignee hereby accepts:

A. All worldwide rights, title and interest held by Assignor in and to the trademark EXPRESS YOURSELF and all registrations and applications for registration of EXPRESS YOURSELF, including without limitation U.S. trademark application Serial No. 75-426,635, filed January 30, 1998 and any related applications thereto (hereinafter collectively and individually referred to as the "Assigned Mark");

B. The goodwill of the business connected with the use of and symbolized by the Assigned Mark; and

C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of the Assigned Mark or injury to said goodwill, together with the right to sue or recover the same in the Assignor's name.

IN WITNESS WHEREOF, the undersigned have hereunto set their hands as of March 23, 2000.

KINKO'S, INC.

By: [Signature]
Name: James H. Cornell
Title: Vice President & General Counsel

SCHWAAB, INC.

By: [Signature]
Name: Douglas R. Cave
Title: President