

06-30-2000

Assistant Commissioner for Trademarks
Washington, D.C. 20231



101394840

Sir:

Please record the original documents or copy thereof.

Name of conveying party(ies): Clarke American Checks, Inc. (a Delaware corporation)
Additional Names Attached? Yes No

2. Name and address of receiving party(ies)
Clarke American Holdings, Inc.(a Delaware corporation)
1105 North Market Street, Suite 1300
Wilmington, Delaware 19801

Additional Names Attached? Yes No

3. Nature of Conveyance:

Assignment Security Agreement
 Merger Change of Name
 Other _____

Execution Date: 5-25-2000

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

1,839,020
75/754,551

Additional numbers attached? Yes No

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

Kevin G. Smith, Esq.
SHOEMAKER AND MATTARE, LTD.
2001 Jefferson Davis Highway - Suite 1203
Arlington, Virginia 22202
(703) 415-0810

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41) \$ 65.00
 Enclosed
 Authorized to be charged to Deposit Account (if necessary)

8. Deposit Account No.: 19-2110
(Attached duplicate copy of this page if paying by deposit account)

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.

Kevin G. Smith
Name of Person Signing

Kevin G. Smith
Signature

5-30-2000
Date

Total Number of pages including cover sheet, attachments, and document: 4

TRADEMARK

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40.00 DP
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01 FC:461
02 FC:462

MMS
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ASSIGNMENT

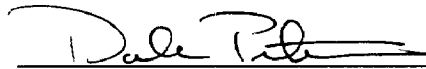
WHEREAS, CLARKE AMERICAN CHECKS, INC. ("Assignor"), a Delaware corporation, whose address is 10931 Laureate Drive, San Antonio, Texas 78249, has adopted, used and is using the following marks, registered or pending in the United States Patent and Trademark Office: CLASSIC BLUE, Registration No. 1,839,020, registered June 7, 1994; and pending Application Serial No. 75/754,551, filed July 19, 1999.

WHEREAS, CLARKE AMERICAN HOLDINGS, INC. ("Assignee"), a Delaware corporation, whose address is 1105 North Market Street, Suite 1300, Wilmington, Delaware 19801, is desirous of acquiring said marks and the registration/application thereof;

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

CLARKE AMERICAN CHECKS, INC.

By:



Dale Peterson
Vice President of Marketing

Date:

5-25-2000