

MRD 12-20-00 TR



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To the Honorable Commissioner of Patents ar

original documents or copy thereof.

<p>1. Name of conveying party(ies): New England Business Service, Inc.</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies): Russell & Miller, Inc. 12342 Bell Ranch Drive Santa Fe Springs, California 90670-3356</p> <p><input type="checkbox"/> Individual(s) citizenship: _____ <input type="checkbox"/> Association: _____ <input type="checkbox"/> General Partnership: _____ <input type="checkbox"/> Limited Partnership: _____ <input checked="" type="checkbox"/> Corporation: <u>Delaware</u> <input type="checkbox"/> Other: _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached <input type="checkbox"/> Yes <input type="checkbox"/> No (Designation must be a separate document from Assignment) Additional name(s) & addresses attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>3. Nature of Conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other: _____</p> <p>Execution Date: <u>December 15, 2000</u></p>	

<p>4. Application number(s) or registration number(s):</p> <p>A. Trademark Application No.(s): <u>75/517,928</u></p> <p>B. Trademark Reg. No.(s): _____</p> <p>Additional numbers attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	
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<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Stephen J. Meyers, Esq. Seidel, Gonda, Lavorgna & Monaco, P.C. Suite 1800 Two Penn Center Plaza Philadelphia, PA 19102</p> <p>Attorney Docket No. <u>8346-103</u></p>	<p>6. Total number of applications and registrations involved: <u>1</u></p> <p>7. Total fee (37 CFR 3.41) <u>\$40.00</u> <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit Account Number: <u>19-1135</u></p>
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DO NOT USE THIS SPACE

9. 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.

STEPHEN J. MEYERS [Signature] 18 December 2000
Name of Person Signing Signature Date

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

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

**Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231**

ASSIGNMENT OF INTELLECTUAL PROPERTIES

WHEREAS, New England Business Service, Inc., a Massachusetts corporation, having its place of business at 500 Main Street, Groton, Massachusetts 01471 ("Assignor") is the owner of the trademark listed on attached Schedule A (hereinafter "Trademark");

WHEREAS, Russell & Miller, Inc., a Delaware corporation, having a place of business at 12342 Bell Ranch Drive, Santa Fe Springs, California 90670-3356 (hereinafter referred to as "Assignee") is desirous of acquiring said Trademark.

NOW, THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of One Dollar (U.S. \$1.00) and other good and valuable consideration to it paid, the receipt and sufficiency of which is hereby acknowledged, intending to be legally bound, the Assignor, by these presents does hereby sell, assign and transfer unto the Assignee, the entire right, title and interest in and to the aforesaid Trademark, including, but limited to, the registrations, together with the goodwill of the business connected with the use of the Trademark. Assignee accepts full and entire ownership of the Trademark with all the rights and privileges attached thereto.

And for said consideration, Assignor has sold, assigned, and set over, and hereby does sell, assign and set over unto Assignee, its successors and assigns, and all claims, demands or rights of action which Assignor has or might have to recover damages and profits, or either, by reason of any infringement or infringements of any of said Trademark prior to the date of this Assignment, together with the right to the Assignee, its successors and assigns to prosecute such demands or rights of action in its own name.

And, the Assignor hereby covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreements in contravention

of the interests assigned herein and herewith consents to the recordation of assignment of said Trademark to Assignee, its successors and assigns. Assignor, its successors and assigns, covenants and agrees to execute at no cost to Assignee any further documents and do such other acts and things as may be necessary and proper to permit Assignee, its successors and assigns, to vest the full title of said Trademark in Assignee, its successors and assigns, and record the same throughout the world.

IN WITNESS WHEREOF, the parties have caused these presents to be signed by their duly authorized respective officers.

ASSIGNOR:

NEW ENGLAND BUSINESS SERVICE, INC.

Date: December 15, 2000

By: 
CRAIG BARROWS
Secretary

RUSSELL & MILLER, INC.

Date: December 15, 2000

By: 
CRAIG BARROWS
Secretary

SCHEDULE A TO ASSIGNMENT

Application Serial No. 75/517,928 for AD IDEAS & Design

280426.1 / 08346.0103 US / SSR

TOTAL P.07

RECORDED: 12/20/2000

TRADEMARK
REEL: 002210 FRAME: 0128