

RE

01-18-2001



ET

To the Honorable Commissioner of Pa.
thereof.

101588147

e attached original documents or copy

1. Name of conveying party(ies):

Vertis, Inc.

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

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

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

Name: PrintCo., Inc.

Internal Address: _____

Street Address: 1321 Van Deirse Avenue, P.O. Box 220

City: Greenville State: MI ZIP: 48838

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)
Additional name(s) & addresses attached? Yes No

3. Nature of conveyance

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

Effective Date: December 31, 2000

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

Trademark Application No.(s) 75/322,904; 75/322,901; 75/322,902; 75/324,636; 75/626,541; 75/739,712;

B. Trademark Registration No.(s) 2,075,502; 2,089,007; 2,324,778; 2,312,257; 2,278,839; 2,277,277; 2,333,920;

Additional numbers attached? Yes No

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

Name: Miriam Drickman Trudell, Esq.

Internal Address: SHERIDAN ROSS P.C.

Suite 1200

Street Address: 1560 Broadway

City: Denver State: CO ZIP: 80202-5141

6. Total number of applications and registrations involved. 48

7. Total fee (37 CFR 3.41): \$ 1,215.00

- Enclosed
- Authorized to be charged to deposit account.

8. Deposit account number: 19-1970

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Miriam Drickman Trudell, Esq.

Name of person signing

Signature

December 29, 2000

Date

Total number of pages including cover sheet, attachments and document: 11

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

Commissioner of Patents and Trademarks
Box Assignments
Washington, DC 20231

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO COMMISSIONER FOR PATENTS AND TRADEMARKS, BOX ASSIGNMENTS, WASHINGTON, DC 20231 ON December 29, 2000

BY: SHERIDAN ROSS, P.C.

TRADEMARK

REEL: 002211 FRAME: 0182

ADDITIONAL TRADEMARK APPLICATION NOS.

75/879,726; 75/935,848; 75/887,294; 75/697,542; 75/626,090; 76/084,693; 76/102,971;
76/083,690; 75/562,767; 75/562,768; 75/562,764; 75/562,766; 75/602,353; 75/901,657;
75/387,552; 75/445,279; 75/615,694; 75/663,140; 75/879,419; 75/904,601; 76/094,140;

ADDITIONAL TRADEMARK REGISTRATION NOS.

2,354,244; 2,236,491; 2,236,494; 2,402,202; 2,202,621; 2,374,340; 2,325,579; 2,275,473;
2,404,664; 2,238,436; 2,273,508; 2,399,242; 2,078,842; 1,733,644;

SCHEDULE A

Mark	Country	Application No. Application Date	Registration No. Registration Date
BIG FLOWER PRESS and Box Design	U.S.	75/112,924 06/03/1996	2,075,502 07/01/1997
BIG FLOWER PRESS	U.S.	75/112,923 06/03/1996	2,089,007 08/19/1997
BIG FLOWER	CTM	1821503 08/15/2000	
TARGET REACH	U.S.	75/322,903 07/11/1997	2,324,778 02/29/2000
TARGET REACH	U.S.	75/322,904 07/11/1997	
REACHAMERICA	U.S.	75/324,620 07/15/1997	2,312,257 01/25/2000
REACH AMERICA	U.S.	75/322,901 07/11/1997	
TARGET ZONE	U.S.	75/322,902 07/11/1997	
TARGET ZONE	U.S.	75/324,636 07/15/1997	
TC ADVERTISING	U.S.	75/388,858 11/12/1997	2,278,839 09/21/1999

Mark	Country	Application No. Application Date	Registration No. Registration Date
TC ADVERTISING	U.S.	75/388,865 11/12/1997	2,277,277 09/14/1999
NEWSPAPER MARKET REACH	U.S.	75/331,538 07/28/1997	2,333,920 03/21/2000
NEWSPAPER MARKET REACH	U.S.	75/745,713 07/08/1999	2,354,244 05/30/2000
TOTAL PAPER SUPPLY	U.S.	75/626,541 01/21/1999	
TC LOGISTICS SERVICES	U.S.	75/739,712 07/01/1999	
TARGETED INSERTS THAT DELIVER	U.S.	75/324,126 07/14/1997	2,236,491 04/06/1999
NEWSPAPER INSERTS THAT DELIVER	U.S.	75/324,706 07/15/1997	2,236,494 04/06/1999
TC ADVERTISING and Design	U.S.	75/879,726 12/22/1999	
Globe and Lightning Bolt Logo	U.S.	75/881,998 12/27/1999	2,402,202 11/07/2000
DELIVERING ADVANCED MARKETING SOLUTIONS	U.S.	75/935,848 03/06/2000	

Mark	Country	Application No. Application Date	Registration No. Registration Date
TCAIMS	U.S.	75/887,294 01/04/2000	
NEWSREACH	U.S.	75/697,542 05/04/1999	
S/TRAN	U.S.	75/626,090 01/22/1999	
NEWSPAPER PROMOTIONS THAT DELIVER	U.S.	76/084,693 07/06/2000	
REACH AMERICA and Design	U.S.	76/102,971 08/03/2000	
VERTIS	U.S.	76/083,690 07/05/2000	
VERTIS	Canada	1066050 07/07/2000	
VERTIS	CTM (European Union)	1759885 07/17/2000	
VERTIS	Mexico	457678 11/11/2000	
AAPS	U.S.	75/562,767 10/01/1998	
ACE/AD CREATION ENGINE & Design	U.S.	75/562,768 10/01/1998	

Mark	Country	Application No. Application Date	Registration No. Registration Date
MONSTER COMMANDS	U.S.	75/562,764 10/01/1998	
TEXT TAILOR	U.S.	75/562,766 10/01/1998	
KEY COMMANDO	U.S.	75/602,353 12/09/1998	
ADOUT	U.S.	75/279,111 04/22/1997	2,202,621 11/10/1998
THESPECDEPT.COM	U.S.	75/901,657 01/24/2000	
LASER TECH COLOR	U.S.	75/541,762 08/24/1998	2,374,340 08/08/2000
LIQUID GRAPHIX	U.S.	75/387,552 11/10/1997	
LIQUID STUDIOS	U.S.	75/445,279 03/05/1998	
LTC	U.S.	75/541,120 08/24/1998	2,325,579 03/07/2000
MAXCESS	Germany	39722682.9 05/20/1997	39722682 07/07/1997
UFO	U.S.	75/387,560 11/10/1997	2,275,473 09/07/1999

Mark	Country	Application No. Application Date	Registration No. Registration Date
VIXCON	U.S.	75/543,500 08/26/1998	2,404,664 11/14/2000
VISION BANK	U.S.	75/387,559 11/10/1997	2,238,436 04/13/1999
VISION BANK	CTM	803619 04/21/1998	803619 04/21/1998
VIXNET VIRTUAL IMAGING XTRANET	U.S.	75/372,587 10/14/1997	2,273,508 08/31/1999
VIXNET VIRTUAL IMAGING XTRANET	U.K.	2,164,509 04/21/1998	2,164,509 04/21/1998
FUSION INTERNATIONAL	U.S.	75/615,694 01/05/1999	
FUSION INTERNATIONAL	U.K.	2188250 02/10/1999	2188250 02/10/1999
DSG INTERNATIONAL	U.K.	2188218 02/10/1999	2188218 02/10/1999
LASER TECH COLOR	Mexico	367985 03/18/1999	
POWERCOLOR	U.S.	75/648,057 02/25/1999	2,399,242 10/31/2000
RAPID RESPONSE MARKETING	U.S.	75/663,140 03/17/1999	

Mark	Country	Application No. Application Date	Registration No. Registration Date
RAPID RESPONSE MARKETING	U.K.	2195870 04/27/1999	
LTC GROUP	U.S.	75/879,419 12/21/1999	
LTC GROUP	U.K.	2219068 01/10/2000	
DIGITANGO	U.S.	75/904,601 01/28/2000	
INNERLOGIC	U.S.	75/078,731 03/26/1996	2,078,842 07/15/1997
PACIFIC COLOR	U.S.	74/215,410 10/25/1991	1,733,644 11/17/1992
IC2	U.S.	76/094,140 07/20/2000	
LTC GROUP	State of Wisconsin	WI064426 07/26/2000	WI064426 07/26/2000

ASSIGNMENT

This is an Assignment by Vertis, Inc. ("Vertis"), a Delaware corporation, having a place of business at 3 East 54th Street, New York, NY 10022, to PrintCo., Inc. ("PrintCo."), a Michigan corporation, having a place of business at 1321 Van Deirse Avenue, P.O. Box 220, Greenville, Michigan 48838, effective on December 31, 2000 ("Effective Date").

WHEREAS, Vertis is the owner of know-how, inventions (conceived or reduced to practice), confidential and proprietary information, developments, improvements and modifications, including, without limitation, compositions, processing data, characterization information, engineering, design and production information, formulations, methodologies and processes, and intellectual property rights associated therewith, including, without limitation, patent rights, trade secret rights, copyrights, trade dress rights, trademark and service mark rights, particularly including the trademark and service mark rights listed on Schedule A and patent rights listed in Schedule B, (collectively "Intellectual Property") and is desirous of assigning the Intellectual Property and all U.S. and foreign applications, registrations and issued patents therefor, to PrintCo.

WHEREAS, PrintCo. is desirous of acquiring all right, title and interest in the Intellectual Property and all U.S. and foreign applications, registrations and issued patents therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Vertis does hereby assign to PrintCo. all right, title and interest in and to the Intellectual Property together with all associated goodwill and all U.S. and foreign registrations, applications and issued patents therefor and the right to sue for past infringement.

VERTIS, INC.

Date: 12/24/2000

By: [Signature]

Name: John V. Howard, Jr.

Title: Senior Vice President + General Counsel

State of Colorado)
County of Denver) ss.

Subscribed and sworn before me on this 24th day of December, 2000 by John V. Howard, Jr.
(print name of signor above)

My Commission Expires: 12/20/04

[Signature]
(Notary Public signature)

M:\40811-64\Assignment from Vertis to Printco without schedules.wpd

SCHEDULE B

INTEGRATED DIGITAL CONTENT DEVELOPMENT PROCESS FOR PRINT, BROADCAST AND INTERNET MEDIA	UNITED STATES	197.126	04-14-00			LTC-2
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