



RECORDATION FORM COVER SHEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

01-29-2001

TKS ONLY

01-22-2001

U.S. Patent & TMOtr/TM Mail Rpt Dt. #57



101596824

base record the attached original documents or copy thereof.

1. Name of conveying party: 101596824

NATIONAL BUSINESS SERVICES, INC.
1120 Wheeler Way
Langhorne, PA 19047

102201

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

Name: ADVERTISING SPECIALTY INSTITUTE

Internal Address: INC.

Street Address: 4800 Street Road

City: Treose State: PA ZIP: 19047

- Individual(s)
- General Partnership
- Corporation-State Pennsylvania
- Other

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

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

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) & address(es) attached? Yes No

3. Nature of conveyance:

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

Execution Date: September 13, 2000

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

A. Trademark Application No.(s)

SEE ATTACHED LIST

B. Trademark registration No.(s)

SEE ATTACHED LIST

Additional numbers attached? Yes No

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

Name: Stuart E. Beck,

Internal Address:

Street Address: 1617 JFK Boulevard,

Suite 601,

City: Philadelphia State: PA ZIP: 19103

6. Total number of applications and registrations involved: 62

7. Total fee (37 CFR 3.41):..... \$ 1,565.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

02-1652

(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.

Stuart E. Beck
Name of Person Signing
Reg. 24, 568

Signature

Jan. 18, 2001

Date

Total number of pages comprising cover sheet: 1

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

Do not detach this portion

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

01/26/2001 BTOM11 00000106 863552

01 FC:481
02 FC:482

40.00 OP
1525.00 OP

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

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

TRADEMARK

REEL: 002216 FRAME: 0377

NATIONAL BUSINESS SERVICES, INC.

Change of name to Advertising Specialty Institute, Inc.

Trademark Registrations

1. Reg. 863,552 for IMPRINT
2. Reg. 1,135,751 for ASI SPECIALTY ADVERTISING'S TRADE INFORMATION CENTER plus Design
3. Reg. 1,174,138 for ASI plus Flame Design
4. Reg. 1,174,139 for ADVERTISING SPECIALTY INSTITUTE
5. Reg. 1,174,140 for ADVERTISING SPECIALTY REGISTER
6. Reg. 1,176,093 for ASI
7. Reg. 1,202,551 for U.N.C.L.E. UNIVERSAL CATALOG LIBRARY EDITOR
8. Reg. 1,226,605 for THE COUNSELOR
9. Reg. 1,242,811 for MEDIA FILE
10. Reg. 1,244,410 for ASI (special form) SPECIALTY ADVERTISING'S TRADE INFORMATION CENTER
11. Reg. 1,253,747 for SOMETHING SPECIAL
12. Reg. 1,290,849 for C.H.A.M.P.
13. Reg. 1,300,526 for IDEA SHOWCASE
14. Reg. 1,383,655 for SPECTRUM OF INCENTIVE AWARDS
15. Reg. 1,462,333 for DIALIN
16. Reg. 1,568,929 for WORDSEARCH
17. Reg. 1,595,034 for E S P (CD-ROM)
18. Reg. 1,651,183 for SPECTRUM
19. Reg. 1,666,703 for FASTFIND
20. Reg. 1,680,844 for PROMOTION BUYER'S DIGEST
21. Reg. 1,729,220 for ASI QUARTERLY REGISTER

NATIONAL BUSINESS SERVICES, INC.

Change of name to Advertising Specialty Institute, Inc.

Trademark Registrations (Continued)

- 22. Reg. 1,747,778 for AFFORDABLE SOLUTIONS
- 23. Reg. 1,793,452 for ACCESS
- 24. Reg. 1,896,142 for ASI PROMOTION PRODUCTS INFORMATION CENTER plus Design (Circular Form)
- 25. Reg. 1,899,837 for FORGET-ME-NOTS
- 26. Reg. 1,932,477 for ASI PROMOTION PRODUCTS INFORMATION CENTER plus Design (Stacked Form)
- 27. Reg. 1,949,749 for THE GIFT BOOK
- 28. Reg. 1,972,000 for THE PROMOTION BOOK
- 29. Reg. 2,074,670 for LOGOMALL
- 30. Reg. 2,074,671 for PROMOMART
- 31. Reg. 2,074,730 for PROMOMALL
- 32. Reg. 2,102,337 for ASI SECURE
- 33. Reg. 2,126,951 for CREDITDIRECT
- 34. Reg. 2,133,483 for THE LOGOSHOP
- 35. Reg. 2,133,554 for STRATEGIC PROMOTIONAL ADVANTAGES
- 36. Reg. 2,150,676 for ACE
- 37. Reg. 2,153,175 for PROMOSTORE
- 38. Reg. 2,160,263 for ASI CENTRAL
- 39. Reg. 2,165,025 for ASINTERNET
- 40. Reg. 2,223,876 for LOGOCATALOG
- 41. Reg. 2,288,155 for THE GIFT BOOK CONSOLIDATED CATALOG

Change of name to Advertising Specialty Institute, Inc.

Trademark Registrations (Continued)

- 42. Reg. 2,337,477 for ESP (on-line)
- 43. Reg. 2,403,441 for ESP HEADLINERS
- 44. Reg. 2,411,316 for MARKET SMART

NATIONAL BUSINESS SERVICES, INC.

Change of name to Advertising Specialty Institute, Inc.

Trademark applications

45.	App. 75/536,500;	Filed: 8/13/98 for	PPU
46.	App. 75/536,501;	Filed: 8/13/98 for	PROMOTIONAL PRODUCTS UNIVERSITY
47.	App. 75/536,603;	Filed: 8/13/98 for	ADVERTISING SPECIALTY UNIVERSITY
48.	App. 75/547,081;	Filed: 9/4/98 for	PROMOTIONAL PRODUCTS INSTITUTE
49.	App. 75/635,507;	Filed: 2/4/99 for	ASI NETWORK SUPPLIER A BETTER INFORMED PROMOTION PRODUCTS PROFESSIONAL
50.	App. 75/639,203;	Filed: 2/6/99 for	PROMOPUBLISHER
51.	App. 75/654,937;	Filed: 3/2/99 for	ESP EXPRESS MAILER
52.	App. 75/654,941;	Filed: 3/2/99 for	ESP PROMO ZONE
53.	App. 75/639,204;	Filed: 2/6/99 for	ASI DIGITAL PHOTO LIBRARY
54.	App. 75/656,980;	Filed: 3/4/99 for	PROMOTIONAL PRODUCTS TODAY
55.	App. 75/701,006;	Filed: 5/7/99 for	PROMOGRAM
56.	App. 75/742,010;	Filed: 7/1/99 for	LOGOCATALOG.COM

NATIONAL BUSINESS SERVICES, INC.

Change of name to Advertising Specialty Institute, Inc.

Trademark applications (Continued)

57.	App. 75/742,011;	Filed: 7/1/99 for	ASI UNIVERSITY
58.	App. 75/849,641;	Filed: 11/16/99 for	SOLESOURCE
59.	App. 75/887,380	Filed: 1/04/00 for	WEARABLES WATCH
60.	App. 75/927,604	Filed: 2/24/00 for	ASI NETSOURCE
61.	App. 76/048,383	Filed: 5/15/00 for	ASI/ASP
62.	App. 76/111,676	Filed: 8/17/00 for	EVERYTHING GOLF

200070-871

SEP 14 2000

Meritor Number _____

Filed with the Department of State on _____

Entry Number 245383

John King
Secretary of the Commonwealth

ARTICLES OF AMENDMENT-DOMESTIC BUSINESS CORPORATION
DSCR:15-1915 (Rev 90)

In compliance with the requirements of 15 Pa.C.S. § 1915 (relating to articles of amendment), the undersigned business corporation, desiring to amend its Articles, hereby states that:

1. The name of the corporation is: National Business Services, Inc.

2. The (a) address of the corporation's current registered office in this Commonwealth or (b) name of its commercial registered office provider and the county of venue is (the Department is hereby authorized to correct the following information to conform to the records of the Department):

(a) 1120 Wheeler Way Langhorne PA 19047 Bucks
Number and Street City State Zip County

(b) or: _____
Name of Commercial Registered Office Provider County

For a corporation represented by a commercial registered office provider, the county in (b) shall be deemed the county in which the corporation is located for venue and official publication purposes.

3. The statute by or under which it was incorporated is: Statute of 1933

4. The date of its incorporation is: 7/10/1962

5. (Check, and if appropriate complete, one of the following):

The amendment shall be effective upon filing these Articles of Amendment in the Department of State.
____ The amendment shall be effective on: _____ at _____
Date Hour

6. (Check one of the following):

____ The amendment was adopted by the shareholders (or members) pursuant to 15 Pa.C.S. § 1914(a) and (b).
 The amendment was adopted by the board of directors pursuant to 15 Pa.C.S. § 1914(c).

7. (Check, and if appropriate complete, one of the following):

The amendment adopted by the corporation, set forth in full, is as follows:
The name of the Corporation shall be changed from National Business Services, Inc. to Advertising Specialty Institute, Inc., and
the registered office shall be 4800 Street Road, Trevose, PA 19047

____ The amendment adopted by the corporation is set forth in full in Exhibit A attached hereto and made a part hereof.

PA DEPT OF STATE

SEP 14 2000

DCS 15-1916 (Rev 80)-2

200070 - 872

8. (Check if the amendment restates the Articles):

The restated Articles of Incorporation supersede the original Articles and all amendments thereto.

IN TESTIMONY WHEREOF, the undersigned corporation has caused these Articles of Amendment to be signed by a duly authorized officer thereof this 13th day of September, 2002.

National Business Services
(Name of Corporation)

BY: [Signature]
(Signature)

TITLE: CEO

C O M M O N W E A L T H O F P E N N S Y L V A N I A

D E P A R T M E N T O F S T A T E

OCTOBER 10, 2000

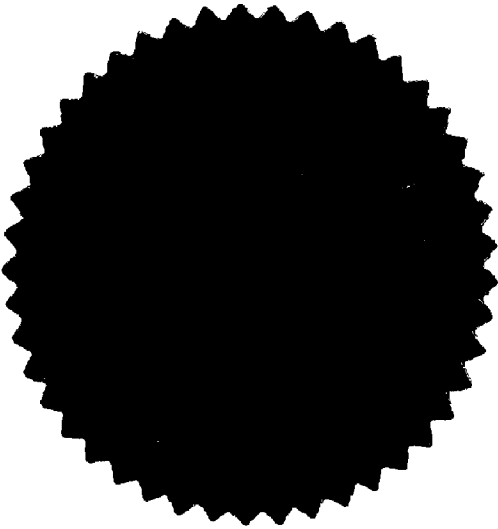
TO ALL WHOM THESE PRESENTS SHALL COME, GREETING:

ADVERTISING SPECIALTY INSTITUTE, INC.

I, Kim Pizzingrilli, Secretary of the Commonwealth of Pennsylvania do hereby certify that the foregoing and annexed is a true and correct photocopy of Articles of Amendment

which appear of record in this department

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Seal of the Secretary's Office to be affixed, the day and year above written.



Kim Pizzingrilli

Secretary of the Commonwealth

DPOS

NATIONAL BUSINESS SERVICES, INC.

Change of name to Advertising Specialty Institute, Inc.

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48.	App. 75/547,081;	Filed: 9/4/98 for	PROMOTIONAL PRODUCTS INSTITUTE
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50.	App. 75/639,203;	Filed: 2/6/99 for	PROMOPUBLISHER
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53.	App. 75/639,204;	Filed: 2/6/99 for	ASI DIGITAL PHOTO LIBRARY
54.	App. 75/656,980;	Filed: 3/4/99 for	PROMOTIONAL PRODUCTS TODAY
55.	App. 75/701,006;	Filed: 5/7/99 for	PROMOGRAM
56.	App. 75/742,010;	Filed: 7/1/99 for	LOGOCATALOG.COM

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61.	App. 76/048,383	Filed: 5/15/00 for	ASI/ASP
62.	App. 76/111,676	Filed: 8/17/00 for	EVERYTHING GOLF

200070-871

SEP 14 2000

Microfilm Number

Filed with the Department of State on

Entry Number 245383

John P. King
 Secretary of the Commonwealth

ARTICLES OF AMENDMENT-DOMESTIC BUSINESS CORPORATION
 DSCB:16-1916 (Rev 80)

In compliance with the requirements of 15 Pa.C.S. § 1915 (relating to articles of amendment), the undersigned business corporation, desiring to amend its Articles, hereby states that:

1. The name of the corporation is: National Business Services, Inc.
2. The (a) address of this corporation's current registered office in this Commonwealth or (b) name of its commercial registered office provider and the county in (the Department is hereby authorized to correct the following information to conform to the records of the Department):
- (a) 1120 Wheeler Way Langhorne PA 19047 Bucks
 Number and Street City State Zip County
- (b) or: _____
 Name of Commercial Registered Office Provider County

For a corporation represented by a commercial registered office provider, the county in (b) shall be deemed the county in which the corporation is located for venue and official publication purposes.

3. The statute by or under which it was incorporated is: Statute of 1933
4. The date of its incorporation is: 7/10/1962
5. (Check, and if appropriate complete, one of the following):
- The amendment shall be effective upon filing these Articles of Amendment in the Department of State.
- The amendment shall be effective on: _____ at _____
 Date Hour
6. (Check one of the following):
- The amendment was adopted by the shareholders (or members) pursuant to 15 Pa.C.S. § 1914(a) and (b).
- The amendment was adopted by the board of directors pursuant to 15 Pa.C.S. § 1914(c).
7. (Check, and if appropriate complete, one of the following):
- The amendment adopted by the corporation, set forth in full, is as follows:
- The name of the Corporation shall be changed from National Business Services, Inc. to Advertising Specialty Institute, Inc., and
the registered office shall be 4800 Street Road, Trevose, PA 19047
- The amendment adopted by the corporation is set forth in full in Exhibit A attached hereto and made a part hereof.

PA STATE DEPT

SEP 14 2000

DOCS:15-1918 (Rev 80)-2

200070-872

6. (Check if the amendment restates the Articles):

The restated Articles of incorporation supersede the original Articles and all amendments thereto.

IN TESTIMONY WHEREOF, the undersigned corporation has caused these Articles of Amendment to be signed by a duly authorized officer thereof this 13th day of September, 2000.

National Business Services
(Name of Corporation)

BY: [Signature]
(Signature)

TITLE: CEO

C O M M O N W E A L T H O F P E N N S Y L V A N I A

D E P A R T M E N T O F S T A T E

OCTOBER 10, 2000

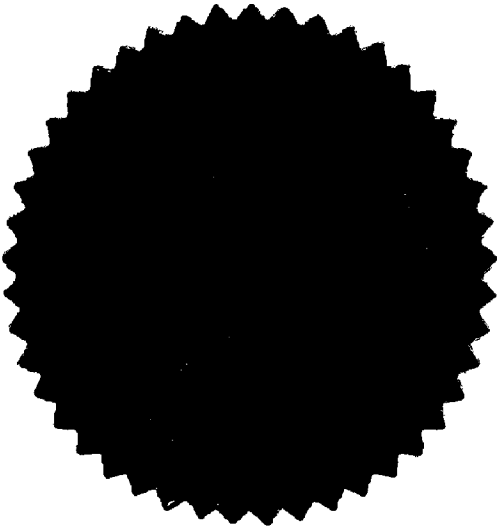
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I, Kim Pizzingrilli, Secretary of the Commonwealth of Pennsylvania do hereby certify that the foregoing and annexed is a true and correct photocopy of Articles of Amendment

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IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Seal of the Secretary's Office to be affixed, the day and year above written.



Kim Pizzingrilli

Secretary of the Commonwealth

DPOS