



ORM COVER SHEET
ARKS ONLY

To the Honorab.

101590913

Please record the attached original documents or copy thereof.

1 Name of conveying party(ies):
 Clarke American Holdings, Inc.
 1105 North Market Street, Suite 1300
 Wilmington, Delaware 19899 *1-16-01*

Individual(s) Association
 General Partnership Partnership
 Corporation-Delaware
 Other

Additional name(s) of conveying party(ies) attached?
 yes no

2. Name and address of receiving party(ies)?
 Clarke American Checks, Inc.
 10931 Laureate Drive
 San Antonio, Texas 78249

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

Additional name(s) & address(es) attached?
 yes no

Appointment of Domestic Representative attached?
 yes no



3. Nature of Conveyance:

Assignment Merger
 Security Agreement Change of Names
 Other _____

Execution Date: January 4, 2001

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

If this document is being filed together with a new application, the execution date of the application is:

A. Trademark Application No.(s)	B. Trademark Registration No.(s)
75/754,551	76/020,440
75/812,982	76/078,037
76/092,447	76/006,280
76/006,281	

Additional numbers attached? Yes No

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

Kevin G. Smith, Esq.
 SUGHRUE, MION, ZINN, MACPEAK & SEAS, PLLC
 2100 Pennsylvania Avenue, N.W.
 Suite 800
 Washington, D.C. 20037-3213

6. Total number of applications and registration involved: 12

7. Total Fee (37 CFR 3.41): \$ 315.00
 Enclosed. Please charge any underpayment in connection with this Assignment to Deposit Account No. 19-4880.
 Authorized to be charged to Deposit Account

8. Deposit Account No. 19-4880
 (Attach dupl. copy of this page if paying by Deposit Account)

DO NOT WRITE IN 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.

Kevin G. Smith

 Kevin G. Smith

1-16-01

 Date

TOTAL NUMBER OF PAGES COMPRISING 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

01/22/2001 GTON11 00000144 75754551
 01 FC:481 40.00 OP
 02 FC:482 275.00 OP

ASSIGNMENT

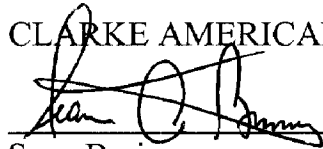
WHEREAS, CLARKE AMERICAN HOLDINGS, INC. ("Assignor"), a Delaware corporation with an address of 1105 North Market Street, Suite 1300, Wilmington, Delaware 19899, is the owner of the trademarks listed in attached Schedule A ("the Marks"); and

WHEREAS, CLARKE AMERICAN CHECKS, INC. ("Assignee"), a Delaware corporation with an address of 10931 Laureate Drive, San Antonio, Texas 78249, is desirous of acquiring said Marks listed in attached Schedule A and the goodwill appurtenant to the Marks;

NOW, THEREFORE, in exchange for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks listed in attached Schedule A and the identified registrations and applications therefor, together with the goodwill of the business symbolized by the Marks in the United States.

CLARKE AMERICAN HOLDINGS, INC.

By:



Sean Breiner
Treasurer

Dated:

1/4/01

SCHEDULE A

Registration No.

Mark

1,574,949	COLONIAL CLASSICS
1,583,630	SEA TREASURE
1,767,078	CARDKIT
1,794,971	FLORENTINE
2,326,553	CARDKIT

Application Serial No.

Mark

75/754,551	CLASSIC
75/812,983	TRIPLE WIN
76/006,280	HORSE PLAY
76/006,281	SPRING FEVER
76/020,440	CHECK REORDER EXPRESS
76/078,037	WELCOMEPAK
76/092,447	WINTER DREAMS