

02-20-2001

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027



101615680

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

A.S. 01

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger
- Change of Name
- Other

Effective Date
Month Day Year
01192001

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

Formerly

- Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership

Corporation Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

FOR OFFICE USE ONLY

02/20/2001 DBYRNE 00000047 1325769

01 FC:481
02 FC:482

40.00 OP
275.00 OP

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 002237 FRAME: 0650

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text" value="1325769"/>	<input type="text" value="1229783"/>	<input type="text" value="1267911"/>
<input type="text" value="1268597"/>	<input type="text" value="1212397"/>	<input type="text" value="1236220"/>
<input type="text" value="1034307"/>	<input type="text" value="1029360"/>	<input type="text" value="0871325"/>

Number of Properties Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

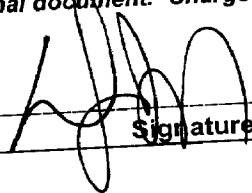
Authorization to charge additional fees:

Yes No

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. Charges to deposit account are authorized, as indicated herein.

Douglas T. Johnson
Name of Person Signing


Signature

1/31/01
Date Signed

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name AmeriComm Direct Marketing, Inc.

01192001

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization Delaware

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name BSC Acquisition Sub, LLC

DBA/AKA/TA

Composed of

Address (line 1) 1155 Hammond Drive, Suite E5240

Address (line 2)

Address (line 3) Atlanta GA 30328

Individual General Partnership Limited Partnership

Corporation Association

Other

Citizenship/State of Incorporation/Organization Georgia

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached (Designation must be a separate document from the Assignment.)

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

0708413	1325768	1199534

ASSIGNMENT OF TRADEMARKS

ASSIGNMENT OF TRADEMARKS (this "Assignment"), dated as of January 19, 2001, by and between AmeriComm Direct Marketing, Inc., a Delaware corporation (the "Assignor"), and BSC Acquisition Sub, LLC, a Georgia limited liability company (the "Assignee"). Capitalized terms used herein and not otherwise defined shall have the meanings ascribed to such terms in the Asset Purchase Agreement (as defined below).

WHEREAS, Assignor and Assignee have entered into that certain Asset Purchase Agreement (the "Asset Purchase Agreement"), dated as of January 9, 2000, pursuant to which Seller has agreed to sell, assign and transfer to Buyer, and Buyer has agreed to purchase, acquire and assume from Seller, all right, title and interest of Seller in and to all Assets and Assumed Liabilities; and

WHEREAS, Assignor is the owner of the trademarks, trademark applications, and trademark registrations listed on the Schedule attached hereto (the "Trademarks"), and made a part hereof; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, grant, assign, convey and transfer unto Assignee or its designees, all of Assignor's right, title, and interest in and to the Trademarks, together with the goodwill of the business connected with the use of, and symbolized by, such Trademarks.

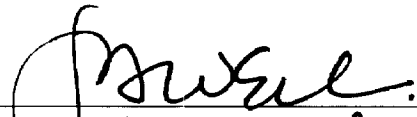
This Assignment is in accordance with and subject to all of the representations, warranties, covenants, exclusions and indemnities set forth in the Asset Purchase Agreement, all of which are incorporated herein by reference. To the extent that any provision of this Assignment conflicts or is inconsistent with the terms of the Asset Purchase Agreement, the terms of the Asset Purchase Agreement shall control.

Assignor agrees that it shall execute all further documents reasonably necessary to perfect Assignee's title to the Trademarks.

[signature page follows]

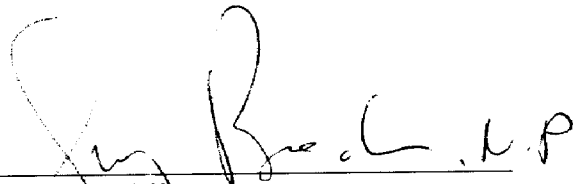
IN WITNESS WHEREOF, Assignor has caused this assignment to be duly executed as of the date and year first written above.

AMERICOMM DIRECT MARKETING, INC.

By: 
Name: JOHN D. WEIL
Title: CFO

STATE OF New York
COUNTY OF New York ss.:

On this 18th day of January, 2001, before me came John Weil, to me known to be the individual described in and who executed the foregoing instrument, and duly acknowledged that he executed the same.


Notary Public

GEORGIA BEACH
NOTARY PUBLIC, State of New York
No. 31-4907366
Qualified in New York County
Commission Expires Sept. 28, 2001

AMERICOMM DIRECT MARKETING, INC.

TRADEMARK REGISTRATIONS

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
ROTAGRAPHICS	1,325,769	03/19/85
DISCVELOPE	1,229,783	03/08/83
PRESS-N-RE-SEAL	1,267,911	02/21/84
PRESS-N-SEAL	1,268,597	02/28/84
PHOTOCRAFT	1,212,397	10/12/82
DOUBLE ENVELOPE	1,236,220	05/03/83
PHOTOCRAFT	1,034,307	02/24/76
DE & Design	1,029,360	01/06/76
KANGAROO PAK & Design	871,325	06/17/69
SLIP-N-NAME & Design	708,413	12/13/60
R & Design	1,325,768	03/19/85
Design	1,199,534	06/29/82
CONVERTAGRAPHICS	1,115,647	03/27/79 EXPIRED
FIBERSTOCK		
DIVERSIFIED ASSEMBLY		
KEYSTONE ENVELOPE		
BANK COMPLETE		
FLIPSLIP		

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