

To the Honorable Commissioner of P

101640273

... 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

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

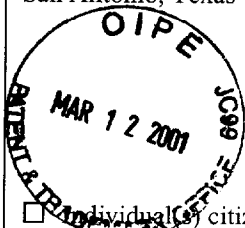
Additional name(s) of conveying party(ies) attached?

- yes
- no

3-12-01

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

Clarke American Checks, Inc.
10931 Laureate Drive
San Antonio, Texas 78249



- Individual 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: March 1, 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)

03/ 5/2001 GTON11 00000191 717603

01 C:481 40.00 OP
02 C:482 325.00 OP

717,603	1,161,875	1,162,689	1,164,867
1,217,565	1,231,068	1,241,139	1,273,493
1,276,085	1,356,532	1,483,413	1,490,467
1,623,580	1,839,020		

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 registrations involved: 14

7. Total Fee (37 CFR 3.41): \$ 365.00

- 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

365E

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

3-12-01
Date

TOTAL NUMBER OF PAGES COMPRISING COVER SHEET, ATTACHMENTS AND DOCUMENT:

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

TRADEMARK

ASSIGNMENT

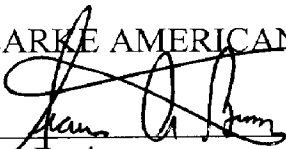
WHEREAS, CLARKE AMERICAN HOLDINGS, INC. ("Assignor"), a Delaware corporation with an address of 1105 North Market Street, Suite 1300, Wilmington, Delaware 19899, is the owner of the trademarks listed in attached Schedule A ("the Marks"); and

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 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: _____

3/1/01

SCHEDULE A

Registration No.

Mark

717,603	GUARDIAN
1,161,875	TELLER ALERT
1,162,689	PLAYFUL PALS
1,164,867	PRIDEMARKS
1,217,565	REGENCY
1,231,068	TELL-ALL
1,241,139	CHAPARRAL
1,273,493	SAND & SEA
1,276,085	GUARDIAN SAFETY
1,356,532	THE COLLECTOR
1,483,413	FORMSPRINT
1,490,467	PROSPECTPOWER
1,623,580	WILDLIFE PORTRAITS
1,839,020	CLASSIC BLUE