

07-06-2001



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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

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

Conveying Party

Mark if additional names of conveying parties attached

Name Celebrating Excellence, Inc.

Execution Date
Month Day Year
01/30/2001

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____

Citizenship/State of Incorporation/Organization Illinois

Receiving Party

Mark if additional names of receiving parties attached

Name Successories, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 2520 Deihl Road

Address (line 2) _____

Address (line 3) Aurora

Illinois

60504

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership Corporation Association

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.)

Other _____

Citizenship/State of Incorporation/Organization Illinois

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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: 002324 FRAME: 0288

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"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,909,482"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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.

Tammy S. Settle

July 3, 2001

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF TRADEMARKS

WHEREAS, Celebrating Excellence, Inc., an Illinois Corporation, with its principal place of business located at 2520 Deihl Road, Aurora, Illinois 60504 ("Assignor"), is the owner of the entire right, title and interest of the mark SUCCESSORIES, which is registered in the United States Patent and Trademark Office, Registration Number 1,909,482 dated August 1, 1995; and

WHEREAS, Successories, Inc., an Illinois Corporation, with its principal place of business located at 2520 Deihl Road, Aurora, Illinois 60504 ("Assignee"), is desirous of acquiring said mark and the registration thereof;

WHEREAS, Assignee changed its name from Celex Group, Inc. on August 2, 1996;

WHEREAS, Assignor was a wholly-owned subsidiary of Celex Group, Inc. and is now a wholly-owned subsidiary of Assignee; and

WHEREAS, the records of the Patent and Trademark Office have incorrectly reflected ownership of the mark SUCCESSORIES, Registration Number 1,909,482 in Assignee by reason of recordal on February 13, 1997 of the change of name from Celex Group, Inc. to Successories, Inc., such recordal being in error through inadvertence including the mark SUCCESSORIES, Registration Number 1,909,482;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Celebrating Excellence, Inc. does hereby assign unto Successories, Inc. all rights, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the registration thereof, Number 1,909,482, and the right to sue for past infringement.

IN WITNESS WHEREOF, a duly authorized officer of Assignor has executed this Assignment this 30th day of Jan., 2001.

CELEBRATING EXCELLENCE, INC.
an Illinois Corporation

By: Gary J. Norwalk
Its: President & CEO

State of Illinois)
County of Cook)

The foregoing Assignment was executed and acknowledged before me this 30th day of January, 2001, by GARY J. ROZANSEK, personally known to me to be the PRESIDENT/CEO of Celebrating Excellence, Inc., an Illinois corporation, on behalf of the corporation.

(SEAL)

Margaret L. Webber
Notary Public



My Commission Expires: 4/5/04

VEDDER PRICE

VEDDER, PRICE, KAUFMAN & KAMMHOLZ

222 NORTH LASALLE STREET

CHICAGO, ILLINOIS 60601

312-609-7500

FACSIMILE: 312-609-5005

A PARTNERSHIP INCLUDING VEDDER, PRICE, KAUFMAN & KAMMHOLZ, P.C.

WITH OFFICES IN CHICAGO, NEW YORK CITY, AND LIVINGSTON, NEW JERSEY

July 3, 2001

VIA FEDERAL EXPRESS

Assistant Commissioner of Patents & Trademarks
Office of Public Records
1213 Jefferson Davis Highway
Third Floor
Arlington, Virginia 22202
Attn: Customer Service Counter

Re: Assignment of Trademarks
Reference No. 29085.32.7001

Dear Sir:

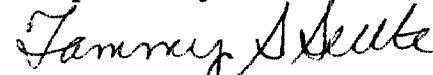
Attached please find the Assignment of Trademarks between Celebrating Excellence, Inc. and Successories, Inc. for recordation in the Assignment Branch of the United States Patent and Trademark Office along with a check in the amount of \$40.00 for the required filing fee.

Any additional fees should be charged to our Deposit Account No. 22-0259.

Please direct all correspondence regarding this matter to:

Tammy S. Settle
Vedder, Price, Kaufman & Kammholz
North LaSalle Street
Chicago, Illinois 60601
(312) 609-7838

Respectfully submitted,



Tammy S. Settle
Legal Assistant

Enclosures

VEDDER PRICE

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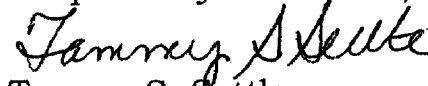
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