

10-12-2001

Assign second



2 SHEET

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy thereof.

1. Name of conveying party(ies) (assignor(s)):

Creative Data Services, Inc.

10/05/01

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other \_\_\_\_\_

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

2. Name and Address of Party(ies) receiving an interest (assignee(s)):

Name: Vestcom St. Louis, Inc.

Address: 1100 Valley Brook Avenue

City: Lyndhurst

State: New Jersey Zip: 07071

Country: U.S.A.

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

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
- Merger
- Security Agreement
- Change of Name
- Other \_\_\_\_\_

Execution Date: January 20, 1998

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,608,281

Additional numbers attached?  Yes  No

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

William D. O'Neill  
Senniger, Powers, Leavitt & Roedel  
One Metropolitan Square  
16th Floor  
St. Louis, Missouri 63102  
(314) 231-5400 (telephone)

6. Total number of applications and registrations involved:

Application(s) \_\_\_\_\_ + Registration(s): 1 = Total 1

7. Total Fee (37 CFR 3.41)

\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit Account Number: 19-1345

(Duplicate copy of this sheet attached)

- Charge any underpayment or credit any overpayment to above 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.

William D. O'Neill

Name of Person Signing

*William D. O'Neill*  
Signature

October 1, 2001

Date

Total number of pages including cover sheet, attachments, and document:

10/11/2001 101421 00000057 1608281

31 481

40.00 DP

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNOR: CREATIVE DATA SERVICES, INC.

ASSIGNEE: VESTCOM ST. LOUIS, INC.

**TRADEMARK ASSIGNMENT**

**THIS ASSIGNMENT** is made and entered into as of the 20th day of January, 1998, by and between CREATIVE DATA SERVICES, INC., a Delaware corporation with its principal office at 13748 Shoreline Court East, Earth City, Missouri 63045 ("Assignor"), and VESTCOM ST. LOUIS, INC., a Delaware corporation with its principal office at 1100 Valley Brook Ave., Lyndhurst, New Jersey 07071 ("Assignee").

**WITNESSETH:**

**WHEREAS**, Assignor is the owner of the entire right, title and interest in and to the trademarks ("Trademarks"), and the registrations therefor ("Registrations"), which have been issued by the United States Patent and Trademark Office as set forth on Schedule A attached hereto and by reference, incorporated herein.

**WHEREAS**, Assignor desires to sell, transfer and assign to Assignee all of Assignor's right, title and interest in and to the Trademarks and the Registrations therefor together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, along with the right to sue and recover damages and profits for past infringements thereof;

**WHEREAS**, Assignee desires to acquire from Assignor the Trademarks and the Registrations therefor together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, along with the right to sue and recover damages and profits for past infringements thereof.

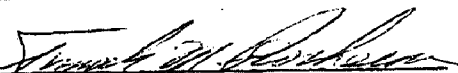
**NOW, THEREFORE**, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby sells, transfers and assigns to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the Trademarks and the Registrations therefor for the United States and throughout the world, together with all of the goodwill of the business in connection with which the Trademarks are used and which is symbolized by said Trademarks, along with the right to sue and recover damages and profits for past infringements thereof.

The Commissioner of Patents and Trademarks is hereby respectfully requested to record this Assignment in the United States Patent and Trademark Office against the files of the Registrations herein described.

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

ASSIGNOR:

CREATIVE DATA SERVICES INC.

By: 

Name: Timothy Rosheim

Title: Vice President

STATE OF NEW JERSEY     )  
  ) ss.  
COUNTY OF ESSEX         )

On this 20th day of January, 1998, before me appeared Timothy Rosheim, to me personally known, who, being by me duly sworn, did say that he/she is the Vice President of CREATIVE DATA SERVICES, INC., a corporation of the State of Delaware, and that the seal affixed to the foregoing instrument is the corporate seal of said corporation, and that said instrument was signed and sealed in behalf of said corporation; and said Timothy Rosheim acknowledged said instrument to be the free act and deed of said corporation.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal in the County and State aforesaid, the day and year first above written.

*Patricia A. Mekita*  
\_\_\_\_\_  
Notary Public

My term expires: 3/30/2002

**PATRICIA A. MEKITA**  
A Notary Public of New Jersey  
My Commission Expires 3/30/2002

**SCHEDULE A**

<b><u>Mark</u></b>	<b><u>U. S. Registration No.</u></b>	<b><u>Registration Date</u></b>
NUTRI GUIDE	1,143,000	December 9, 1980
PRINTPERFECT	1,608,281	July 31, 1990
PERFECT PRINT	1,647,932	June 18, 1991

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WESTCOM INTERNATIONAL

TRADEMARK 09/26/01 05 9987

RECORDED: 10/05/2001

REEL: 002381 FRAME: 0903