


12-30-2002


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To the Honorable Commissioner of Patents and Trademarks: Please return this form and original documents or copy thereof.

1. Name of conveying party(ies):

Artistic Greetings, Inc.

12-19-02

- Individual(s)
- General Partnership
- Corporation-State
- Other New York
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 12/10/02

2. Name and address of receiving party(ies)

Name: Custom Direct, Inc.

Internal Address:

Street Address: 1802 Fashion Court

City: Joppa State: MD Zip: 21085

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Maryland
- 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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2515178

Additional number(s) attached Yes No

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

Name: Dana O. Lynch, Esquire

Internal Address:

Whiteford, Taylor & Preston L.L.P.

Street Address: Seven Saint Paul Street

City: Baltimore State: MD Zip: 21202

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

Dana O. Lynch

Name of Person Signing



Signature

12/19/02
Date

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

3

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40.00 OP

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002639 FRAME: 0871

ASSIGNMENT OF TRADEMARK

WHEREAS, Artistic Greetings, Inc. ("Assignor") is the owner of the mark set forth on Schedule A, which is currently registered with the United States Patent and Trademark Office (the "PTO") (the "Mark");

WHEREAS, Custom Direct, Inc. ("Assignee") desires to acquire any and all rights that Assignor has in and to the Mark, the registration therefor, and any and all domain names related to the Mark, together with the goodwill of the business symbolized by the Mark, along with the right to recover for damages and profits for past infringements thereof;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, the registration therefor and any and all domain names related to the Mark, along with the right to recover for damages and profits for past infringements thereof.

IN WITNESS WHEREOF, the Assignor has caused the execution of this Assignment as of the ____ day of December, 2002.

ARTISTIC GREETINGS, INC.

Brian D. Briggs (SEAL)
Name: Brian D. Briggs
Title: V.P. Finance / CEO

STATE OF MARYLAND, COUNTY OF BALTIMORE, TO WIT:

On this __ day of December, 2002, before me appeared BRIAN D. BRIGGS, being duly authorized, who signed this Assignment on behalf of Artistic Greetings, Inc.

Susan M Barnes
NOTARY PUBLIC
My Commission Expires: 5.17.06

SCHEDULE A

REGISTERED MARK

| MARK | REGISTRATION NO. | REGISTRATION DATE |
|--------------------|-------------------------|--------------------------|
| ARTISTIC GREETINGS | 2515178 | December 4, 2001 |

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