

FORM PTO-1594 (modified)

06-30-2003

U.S. DEPARTMENT OF COMMERCE

(Rev 03/01)

6-26-03

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U.S. Patent and Trademark Office

102485283

To the Director of the United States Patent and Trademark Office: Please record the attached original documents or copies thereof.

1. Name of conveying party(ies):

Banta Corporation

- Individual(s)
- General Partnership
- Corporation-State of Wisconsin
- Other _____

Additional conveying party(ies) **NO**

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

Name: **Banta Integrated Media-Cambridge, Inc.**

Internal Address:

Street Address: **150 CambridgePark Drive**

City: State: Zip: **Cambridge, MA 02140**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State of Massachusetts
- 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
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: **June 23, 2003**

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,643,378

Additional number(s) attached Yes No

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

Name: **James L. Vana**
Internal Address: **FOLEY & LARDNER**
Street Address: **Suite 3800**
777 East Wisconsin Avenue
City: **Milwaukee** State: **WI** Zip: **53202-5306**

6. Total number of applications/patents involved: **1**

7. Total fee (37 C.F.R. § 3.41): **\$40.00**

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:
06-1447

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.

James L. Vana

6/23/03

Name of person signing

Signature

Date

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

06/27/2003 ECDPER 00000111 2643378

01 FC:8521

40.00 OP

001.1446717.1

TRADEMARK
REEL: 002767 FRAME: 0137

TRADEMARK ASSIGNMENT

WHEREAS, Banta Corporation, a Wisconsin corporation with a place of business in Menasha, Wisconsin ("Assignor") is the owner of the trademark B-MEDIA, in block form and in the stylized form shown at right (collectively, the "Mark"), together with registration No. 2,643,378 (the "Registration") therefor; and



WHEREAS, Banta Integrated Media-Cambridge, Inc., a Massachusetts corporation with a place of business in Cambridge, Massachusetts ("Assignee") wishes to acquire the Mark and the Registration, together with the goodwill of the business in connection with which the Mark is used.

NOW, THEREFORE, for good and valuable consideration, the receipt of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee the entire right, title and interest of Assignor in and to the Mark and the Registration, together with the goodwill of the business to which the Mark pertains, as well as all rights of enforcement and recovery for past infringement. Assignor further agrees, at Assignee's expense, to take all reasonable and necessary steps to implement the provisions of this assignment.

IN WITNESS WHEREOF, a duly authorized officer of Assignor has executed this agreement on the date listed below.

BANTA CORPORATION

By: Gerald A. Henseler
Signature

Gerald A. Henseler, Exec. V.P. & CFO
Print Name and Title

Dated: June 23, 2003

Subscribed and sworn to before me this 23 day of June, 2003.

Kristen M. Jozant
Notary Public, Winnebago County, State of Wisconsin

My Commission Expires: June 10, 2007

