

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Herff Jones, Inc.		03/02/2004	CORPORATION: INDIANA

RECEIVING PARTY DATA	
Name:	The Herff Jones Company of Indiana, Inc.
Street Address:	4625 West 62nd Street
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46268
Entity Type:	CORPORATION: INDIANA

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2538451	IT'S ABOUT TIME
Registration Number:	2360984	ACTIVE PHYSICS

CORRESPONDENCE DATA	
Fax Number:	(317)231-7433
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	317-231-1313
Email:	jgard@btlaw.com
Correspondent Name:	Barnes & Thornburg
Address Line 1:	11 South Meridian Street
Address Line 4:	Indianapolis, INDIANA 46204

ATTORNEY DOCKET NUMBER:	11697-74124/74126
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NAME OF SUBMITTER:	Julia Spoor Gard
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Total Attachments: 1 source=74124#page1.tif

CH \$65.00 2538451

U.S. TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Herff Jones, Inc., an Indiana corporation having a place of business of 4625 West 62nd Street, Indianapolis, Indiana 46268 (ASSIGNOR), hereby assigns, sells, conveys and transfers to The Herff Jones Company of Indiana, Inc., an Indiana corporation having a place of business of 4625 West 62nd Street, Indianapolis, Indiana 46268 (ASSIGNEE), all rights, title, and interest to the trademarks IT'S ABOUT TIME, including U.S. federal trademark registration no. 2538451, and ACTIVE PHYSICS, including U.S. federal trademark registration no. 2360984, together with the common law rights to the marks, the goodwill of the business with which the marks are used, all claims for damages by reason of infringement, and the right to sue for and collect the same for its own use and for the use of its successors and assigns.

ASSIGNOR:

Herff Jones Inc.

Signed:

[Handwritten Signature]

Robert S. Potts

Title:

President

Date:

March 2, 2004

STATE OF

Indiana

)

COUNTY OF

Hendricks

) SS:

)

On the 2nd day of March, 2004, before me, a Notary Public in and for said County and State, personally appeared Robert S. Potts and acknowledged that (s)he is the President of Herff Jones, Inc.; that (s)he is authorized by said Corporation to execute the foregoing Assignment on behalf of said Corporation; and that (s)he did execute the foregoing Assignment on behalf of said Corporation, pursuant to such authority.

[Handwritten Signature]

Notary Public

JEANETTE C. BLACKSTONE

Notary Public, State of Indiana

Printed Name County of Hendricks

My Commission Expires Feb. 10, 2008

My Commission Expires:

2/10/08

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