

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
Cadmus/O'Keefe Marketing, Inc.		09/14/2000	CORPORATION: VIRGINIA

RECEIVING PARTY DATA	
Name:	Cadmus Marketing Group, Inc.
Street Address:	1801 Bayberry Court
Internal Address:	Suite 200
City:	Richmond
State/Country:	VIRGINIA
Postal Code:	23226
Entity Type:	CORPORATION: VIRGINIA

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Registration Number:	2283918	CADMUSCOM
Registration Number:	2115617	O'KEEFE MARKETING
Registration Number:	2121138	O'KEEFE MARKETING
Registration Number:	2055574	PUBLICITY HOUNDS

CORRESPONDENCE DATA	
Fax Number:	(804)698-5142
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(804) 697-1278
Email:	trademarks@troutmansanders.com
Correspondent Name:	Robert L. Brooke
Address Line 1:	600 Peachtree Street, N.E., Suite 5200
Address Line 2:	Bank of America Plaza
Address Line 4:	Atlanta, GEORGIA 30308-2216

ATTORNEY DOCKET NUMBER:	019589.1
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NAME OF SUBMITTER:	Robert L. Brooke
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TRADEMARK

Total Attachments: 5

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), effective as of September 14, 2000 (the "Effective Date"), is made by Cadmus/O'Keefe Marketing, Inc., a Virginia corporation, located in Richmond, Virginia ("Assignor"), to Cadmus Marketing Group, Inc., a Virginia corporation, located in Richmond, Virginia ("Assignee").

W I T N E S S E T H

WHEREAS, Assignor developed and originally owned the registered marks, and the applications for registration of marks, set forth on Schedule A attached hereto and incorporated herein by this reference (the marks listed in Schedule A are referred to collectively herein as the "Registered Marks"), and the unregistered marks set forth on Schedule B attached hereto and incorporated herein by this reference (the marks listed on Schedule B are referred to collectively herein as the "Unregistered Marks") (the marks listed in Schedule A and Schedule B are referred to collectively herein as the "Marks");

WHEREAS, Assignor previously agreed to assign as of September 14, 2000, and Assignee previously agreed to acquire as of September 14, 2000, among other things, all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and accordingly the parties have taken action in reliance upon such agreement;

WHEREAS, the parties desire to enter into this Assignment to memorialize the previous transfer of the Marks as of September 14, 2000, as contemplated by the parties' agreement;

NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor hereby confirms *nunc pro tunc* the assignment to Assignee, its successors and assigns of all the right, title and interest of Assignor throughout the world in and to (i) the Registered Marks and the corresponding registrations therefor, and all rights of extension and renewal to the fullest extent allowed by law, together with the goodwill of the business symbolized by such Registered Marks, and (ii) the Unregistered Marks, together with the goodwill of the business symbolized by such Unregistered Marks.

2. Assignor hereby further confirms the assignment to Assignee all of Assignor's right, title and interest throughout the world in and to any marks adopted or used by Assignor in the future, and any applications and registrations relating thereto, and all rights of extension and renewal to the fullest extent allowed by law, together with the goodwill of the business symbolized by such marks.

2. Assignee shall have all right to register, extend, renew, maintain, defend and enforce the Marks, and any and all registrations resulting therefrom, in its own name in the United States and any foreign country, and Assignor hereby agrees to execute any documents and perform any acts that Assignee may request from time to time to ensure that all rights intended to be transferred to Assignee by this Assignment have been transferred, and to enable and assist Assignee to perfect, by registration or otherwise, and to protect, by enforcement actions or otherwise, all rights to be transferred by this Assignment.

3. Assignor hereby assigns to Assignee, its successors and assigns all causes of action and claims of infringement of the Marks under the trademark laws of the United States, foreign countries and international trademark conventions and treaties that have accrued to Assignor as of the date hereof. Assignor hereby further agrees to cooperate fully, at Assignee's cost, with Assignee in the enforcement of all such causes of action and claims.

4. Assignor hereby represents and warrants that (i) as of the Effective Date, it was the exclusive owner of the Marks, as well as the goodwill of the business symbolized by the Marks, (ii) it has full authority to enter into this Assignment, and (iii) to the best of its knowledge, neither this Assignment nor any right granted herein violates any obligation owed to, or right of, any third party.

5. Assignor hereby agrees that this Assignment shall be binding upon its representatives, successors and assigns.

6. Assignor hereby agrees that this Assignment shall be governed by the laws of the State of Delaware, without reference to its choice of law provisions.

7. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original.

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IN WITNESS WHEREOF, the undersigned has caused this Trademark Assignment to be effective as of the date first appearing above.

Cadmus/O'Keefe Marketing, Inc.

By Bruce G Willis

Name: Bruce G. Willis

Title: Vice President

Commonwealth
STATE OF Virginia)
CITY/COUNTY OF Henrico)

The foregoing instrument was acknowledged before me by Bruce G. Willis
(Name), Vice President (Title), for and on behalf of Cadmus/O'Keefe Marketing, Inc.,
this 10th day of ~~April~~ May, 2004.

Elizabeth A Duffron
Notary Public

My commission expires May 31, 2004.

1116581.12

Schedule A

Registered Trademarks

<u>Marks</u>	<u>Registration No.</u>
CADMUSCOM	2,283,918
O'KEEFE MARKETING	2,115,617
O'KEEFE MARKETING and design	2,121,138
PUBLICITY HOUNDS	2,055,574

Schedule B

Unregistered Marks

None