

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Burr Patterson & Auld Company, Inc.		06/25/2004	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:	46204		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1407634	BPA	
CORRESPONDENCE DATA			
Fax Number:	(317)231-7433		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3172311313		
Email:	jgard@btlaw.com		
Correspondent Name:	Barnes & Thornburg		
Address Line 1:	11 South Meridian Street		
Address Line 4:	Indianapolis, INDIANA 46204		
ATTORNEY DOCKET NUMBER:	11697-75629		
NAME OF SUBMITTER:	Julia Spoor Gard		
Total Attachments: 1 source=11697(2)#page1.tif			

CH \$40.00 1407634

U.S. TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Burr Patterson & Auld Company, Inc., an Indiana corporation having a mailing address of 9147 W. 1000 N., P. O. Box 800, Elwood, Indiana 46036 (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 trademark BPA, including U.S. federal trademark registration no. 1407634, together with the common law rights to the mark, the goodwill of the business with which the mark is 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:

Burr Patterson & Auld Company, Inc.

By: [Signature]
Steven E. Short, President

Date: June 25, 2004

STATE OF INDIANA)
) SS:
COUNTY OF Marion)

On the 25th day of June, 2004, before me, a Notary Public in and for said County and State, personally appeared Steven E. Short and acknowledged that he is the President of Burr Patterson & Auld Company, Inc.; that he is authorized by said Corporation to execute the foregoing Assignment on behalf of said Corporation; and that he did execute the foregoing Assignment on behalf of said Corporation, pursuant to such authority.

[Signature]
Notary Public
SANDRA KLAPPER
Printed Name

My Commission Expires: 7/22/09
County of Residence: Marion

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