

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                         |                |
|-------------------------|----------------|
| <b>SUBMISSION TYPE:</b> | NEW ASSIGNMENT |
|-------------------------|----------------|

|                              |  |
|------------------------------|--|
| <b>NATURE OF CONVEYANCE:</b> | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
|------------------------------|--|

|                             |                 |                       |                           |
|-----------------------------|-----------------|-----------------------|---------------------------|
| <b>CONVEYING PARTY DATA</b> |                 |                       |                           |
| <b>Name</b>                 | <b>Formerly</b> | <b>Execution Date</b> | <b>Entity Type</b>        |
| Imagen, Ltd.                |                 | 06/25/2004            | CORPORATION: PENNSYLVANIA |

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

|                                  |               |                  |
|----------------------------------|---------------|------------------|
| <b>PROPERTY NUMBERS Total: 2</b> |               |                  |
| <b>Property Type</b>             | <b>Number</b> | <b>Word Mark</b> |
| Registration Number:             | 2837308       | EZPORTRAITS      |
| Serial Number:                   | 75812320      | IMAGEN           |

|  |                             |
|--|-----------------------------|
| <b>CORRESPONDENCE DATA</b>   |                             |
| <b>Fax Number:</b>   | (317)231-7433               |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                             |
| <b>Phone:</b>  | 3172311313                  |
| <b>Email:</b>  | jgard@btlaw.com             |
| <b>Correspondent Name:</b>   | Barnes & Thornburg          |
| <b>Address Line 1:</b>   | 11 South Meridian Street    |
| <b>Address Line 4:</b>   | Indianapolis, INDIANA 46204 |

|                                |             |
|--------------------------------|-------------|
| <b>ATTORNEY DOCKET NUMBER:</b> | 11697-75630 |
|--------------------------------|-------------|

|                           |                  |
|---------------------------|------------------|
| <b>NAME OF SUBMITTER:</b> | Julia Spoor Gard |
|---------------------------|------------------|

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|---|
| <b>Total Attachments: 1</b><br>source=11697#page1.tif |
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CH \$65.00 2837308

