

4/15/04

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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Standard Register Holding Company
Individual(s) Association
General Partnership Limited Partnership
Corporation-State Ohio
Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: The Standard Register Company
Internal Address:
Street Address: 600 Albany Street
City: Dayton State: Ohio Zip: 45408
Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State Ohio
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

OFFICE OF PUBLIC RECORDS
2004 APR 15 AM 9:19
FINANCE SECTION

3. Nature of conveyance:
Assignment Merger
Security Agreement Change of Name
Other
Execution Date: September 2, 2003

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
76/121008 and 76/120965
Additional number(s) attached Yes No

B. Trademark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Kimberly Gambrel
Internal Address:
Dinsmore & Shohl, LLP
Street Address: One Dayton Centre
One South Main Street, Suite 500
City: Dayton State: Ohio Zip: 45402

6. Total number of applications and registrations involved: 2
7. Total fee (37 CFR 3.41) \$ 65.00
Enclosed
Authorized to be charged to deposit account
8. Deposit account number:
(Attach duplicate copy of this page if paying by deposit account)

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.
Kimberly Gambrel
Name of Person Signing Signature April 15, 2004 Date
Total number of pages including cover sheet, attachments, and document: 4

04/19/2004 ECOOPER 00000084 76121008
01 FC:0521 40.00 DP
02 FC:0522 25.00 DP

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002951 FRAME: 0852

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT made by and between Standard Register Holding Company, a corporation organized under the laws of the state of Ohio, having a place of business at 600 Albany Street, Dayton, Ohio 45408 (hereinafter referred to as "Assignor"), and The Standard Register Company, a corporation organized under the laws of Ohio, having a place of business at 600 Albany Street, Dayton, Ohio 45408 (hereinafter referred to as "Assignee") shall be effective *nunc pro tunc*, as of September 2, 2003.

WHEREAS, Assignor is the owner of the U.S. Trademark Applications identified in Schedule A hereto (hereinafter referred to collectively as "the Applications");

AND WHEREAS, Assignor transferred to Assignee that portion of its business to which the marks shown in the Applications (hereinafter, the "Marks") pertain, effective September 2, 2003;

AND WHEREAS, the parties desire to confirm Assignor's transfer to Assignee of all right, title and interest in and to the Applications, together with the goodwill of the business to which the Marks pertain;

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to the Assignee, the entire right, title and interest in and to the goodwill of the business to which the Marks pertain, the Applications, and all rights and privileges pertaining to the Marks, including the right to sue and recover for past infringements.

IN WITNESS WHEREOF, Assignor, through its duly authorized representative, has caused this Assignment to be executed below.

Standard Register Holding Company

By Kathryn A. Lamme
Its SECRETARY

Date 4-9-04

State of Ohio)
) ss
County of Montgomery)

On this 9th day of April, 2004, before me a Notary Public in and for the above County and State, personally appeared the above named KATHRYN A. LAMME, personally known to me, and acknowledged the execution of the foregoing assignment as a free act and deed for the purpose herein set forth.

Barbara J. Widera
Notary Public

BARBARA J. WIDERA, Notary Public
In and for the State of Ohio
My Commission Expires Aug. 3, 2008

SCHEDULE A

PENDING APPLICATIONS

<u>Mark</u>	<u>Application Serial No.</u>	<u>Filing Date</u>
PLANETPRINT	76121008	September 1, 2000
PLANETPRINT.COM	76120965	September 1, 2000