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**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

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

Part 4

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

<p>1. Name of conveying party(ies):</p> <p>Printco, Inc.</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State MI <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies)</p> <p>Name: <u>General Electric Capital Corporation,</u> <u>Internal as agent</u> Address: _____</p> <p>Street Address: <u>335 Madison Ave.</u></p> <p>City: <u>New York</u> State: <u>NY</u> Zip: <u>10017</u></p> <p><input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input checked="" type="checkbox"/> Corporation-State <u>Delaware</u> <input type="checkbox"/> Other _____</p> <p><small>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) & address (es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</small></p>
<p>3. Nature of conveyance:</p> <p><input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input checked="" type="checkbox"/> Other <u>Assignment for Security</u></p> <p>Execution Date: <u>December 20, 2004</u></p>	<p>4. Application number(s) or registration number(s):</p> <p>A. Trademark Application No.(s) _____</p> <p>B. Trademark Registration No.(s) _____</p> <p>Additional number(s) attached <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Laura Konrath</u></p> <p>Internal Address: <u>Winston & Strawn</u> <u>33rd Floor</u></p> <p>Street Address: <u>35 W. Wacker</u></p> <p>City: <u>Chicago</u> State: <u>IL</u> Zip: <u>60601</u></p>	<p>6. Total number of applications and registrations involved: 2</p> <p>7. Total fee (37 CFR 3.41)\$ _____</p> <p><input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number: <u>232428</u></p>
DO NOT USE THIS SPACE	
<p>9. Signature.</p> <p><u>Laura Konrath</u> Name of Person Signing</p> <p> Signature</p> <p><u>1/5/05</u> Date</p> <p><small>Total number of pages including cover sheet, attachments, and documents: </small></p>	

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

Continuation Item 4

Schedule 1A: Trademarks and Service Marks

OWNER	COUNTRY	S.R. FILE NO.	APPLICATION NUMBER	DESCRIPTION
			APPLICATION DATE	
PrintCo., Inc.	U.S.	4081-135	78/270983	THE CENTER OF TARGETED ADVERTISING AND MARKETING
			07/07/2003	
PrintCo., Inc.	U.S.	4081-137	78/408134	RIGHT PRODUCT RIGHT TIME
			04/26/2004	

Part 4

ASSIGNMENT FOR SECURITY

(TRADEMARKS)

WHEREAS, PRINTCO., INC., a Michigan corporation (the "Assignor"), has granted to JPMorgan Chase Bank, as Collateral Agent, a security interest in and to, among other items, the trademarks and service marks listed on the annexed Schedule 1A, for which applications for registration and registrations are issued by or pending with the United States Patent and Trademark Office, and the goodwill of the business symbolized thereby and associated therewith (the "Collateral"); and

WHEREAS, GENERAL ELECTRIC CAPITAL CORPORATION, a Delaware corporation with a place of business at 335 Madison Avenue, 12th Floor, New York, NY 10017 (the "Assignee"), has succeeded JPMorgan Chase Bank as Collateral Agent; and

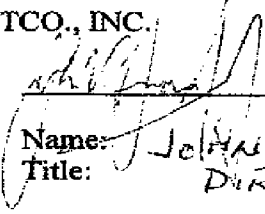
WHEREAS, the Assignor and the Assignee have entered into that certain Credit Agreement dated as of the date hereof (the "Credit Agreement").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby pledge, convey, sell, assign, transfer and set over unto the Assignee a continuing security interest in the Collateral to secure the prompt payment, performance and observance of the Obligations (as defined in the Credit Agreement).


The Assignor does hereby further acknowledge and affirm that the rights and remedies of the Assignee with respect to the Collateral are more fully set forth in the Credit Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

IN WITNESS WHEREOF, the Assignor and the Assignee each has caused this Assignment for Security (Trademarks) to be executed by its respective duly authorized representative as of December 20th, 2004.

PRINTCO., INC.

By: 
Name: JOHN V. HOWARD
Title: DIRECTOR

GENERAL ELECTRIC CAPITAL CORPORATION

By: 
Name: SANDRA CLABORN
Title: DULY AUTHORIZED SIGNATORY

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF Maryland ss.:

COUNTY OF Baltimore
CITY

On this 20th day of December 2004, before me personally came J. M. [unclear], to me known to be the person who executed the foregoing instrument, and who, being duly sworn by me, did depose and say that s/he is the [unclear] of PRINTCO., INC., a Michigan corporation, and that s/he executed the foregoing instrument in the firm name of PRINTCO., INC. and that s/he had authority to sign the same, and s/he acknowledged to me that s/he executed the same as the act and deed of said firm for the uses and purposes therein mentioned.

Theresa M. Manke
Notary Public - State of Maryland
Printed Name Theresa M. Manke

My Commission Expires:
9/07

Schedule 1A: Trademarks and Service Marks

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