

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
20th Century Plastics, Inc.		10/06/1998	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	G. Neil Direct Mail, Inc.		
Street Address:	720 International Parkway, P.O. Box 450939		
City:	Sunrise		
State/Country:	FLORIDA		
Postal Code:	33345		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1829394	PERSONNELLY YOURS	
CORRESPONDENCE DATA			
Fax Number:	(612)632-4230		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-632-3000		
Email:	trademark@gpmlaw.com		
Correspondent Name:	Gray, Plant, Mooty, Mooty & Bennett, PA		
Address Line 1:	P.O. Box 2906		
Address Line 4:	Minneapolis, MINNESOTA 55402-0906		
NAME OF SUBMITTER:	Tiffany Larson, Paralegal		
Signature:	/Tiffany Larson/		
Date:	02/14/2005		

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Total Attachments: 4
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TRADEMARK ASSIGNMENT

BE IT KNOWN that for and in consideration of the sum of One Dollar and other good and valuable consideration in hand, the receipt and sufficiency of which are hereby acknowledged, 20th Century Plastics, Inc. a corporation organized under the laws of the State of California located at 205 South Puente Street, Brea, CA 92821, United States of America, does hereby grant, assign and transfer to G. Neil Direct Mail, Inc., a corporation organized and existing under the laws of the State of Delaware, located at 720 International Parkway, P.O. Box 450939, Sunrise, FL 33345, its entire right, title and interest to each of the trademarks listed on Annex A hereto, together with the registration of each such trademark, including the right to sue and recover for any and all past, present or future infringements or dilution of or damage or injury to each such trademark or the goodwill associated therewith, by any party or parties with the right to sue in their own name (and including the right to take over and continue any and all existing suits) and collect profits or damages, together with the goodwill of the business connected with the use of and symbolized by each such registered trademark.

Signature Page Follows

BUSDOCS:658670.1
(Registered Trademarks)

TRADEMARK
REEL: 1835 FRAME: 0586

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REEL: 003028 FRAME: 0727

ANNEX A

REGISTERED TRADEMARKS

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
Friendly Forms	1,510,925	11/1/88
Performance (and Design)	1,557,949	9/26/89
Desktop Card Shop	1,698,385	6/30/92
America's Personnell Greeting Card Shop	1,699,811	7/7/92
America's Personnel Greeting Card Shop	1,699,811	7/7/92
The Performance Collection	1,704,910	8/4/92
Time Dividers	1,726,671	10/20/92
4-in-1 Labor Law Poster	1,732,224	11/10/92
Professionally Yours	1,747,785	1/19/93
Positive Communications	1,758,325	3/16/93
Exploit!	1,767,951	4/27/93
Personnelly Yours	1,829,384	4/5/94
Skillsability	1,832,185	4/19/94
Attendance Controller	1,846,723	7/26/94
INSERTAWARD	1,854,203	9/13/94
CHUCKLES! (and design)	1,855,186	9/20/94
The Direct Source for All Your Human Resource Needs	1,858,562	10/18/94
5-in-1 Labor Law Poster	1,874,898	1/17/95
Personnel Pocket File	1,903,946	7/7/95
Motivation from G Neil Companies (and design)	1,904,983	7/11/95
The Imperial Collection	1,904,972	7/11/95
Your Valued Opinion	1,930,145	10/24/95
TCS (and Design)	2,101,831	6/17/97
HR Fax	2,190,125	9/15/98

BUSDOCS:694282.1

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**TRADEMARK
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PENDING APPLICATIONS

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
HR Legal Counselor	75-231,926	1/27/97
GNEIL	75-254,483	3/10/97
SKILLSERIES	75-497,835	6/8/98
Rainbow Greetings	75-501,982	6/10/98
HR Ware	75-512,080	7/6/98
Employer's Toolbox	75-549,548	9/8/98
G.Neil	75-557,386	9/23/98
G.Neil	75-557,387	9/23/98
G.Neil	75-557,388	9/23/98

RECORDED: 12/30/1998

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RECORDED: 02/14/2005

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