

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	05/01/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Seven Worldwide, Inc.		05/01/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Applied Printing Technologies, L.P.
Street Address:	77 Moonachie Avenue
City:	Moonachie
State/Country:	NEW JERSEY
Postal Code:	07074
Entity Type:	LIMITED PARTNERSHIP: DELAWARE

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	2166786	APPLIED PRINTING TECHNOLOGIES
Registration Number:	2141833	APT
Registration Number:	2280229	APT
Registration Number:	2245283	APT APPLIED PRINTING TECHNOLOGIES

CORRESPONDENCE DATA

Fax Number: (202)408-4400
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 202-408-4000
 Email: docketing@finnegan.com
 Correspondent Name: David M. Kelly
 Address Line 1: 901 New York Avenue, N.W.
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

NAME OF SUBMITTER: David M. Kelly

OP \$115.00 2166786

Signature:

/David M. Kelly/

Date:

05/13/2005

Total Attachments: 2

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ASSIGNMENT

Seven Worldwide, Inc., a Delaware corporation with its principal place of business at 450 West 33rd Street, New York, NY 10001 ("Assignor"), is the owner of the marks identified in Exhibit A and of the U.S. trademark registrations therefor ("the Trademarks").

Applied Printing Technologies, L.P., a Delaware limited partnership with its principal place of business at 77 Moonachie Avenue, Moonachie, NJ 07074 ("Assignee"), wishes to acquire the Trademarks.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, and the right to sue and recover for past infringements, dilution, and other violations.

SEVEN WORLDWIDE, INC.

By: [Signature]

Name: ROBAL J. VITKOW

Title: ASST SECRETARY

Date: MAY 1, 2005

EXHIBIT A

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
Applied Printing Technologies	2,166,786	June 23, 1998
APT	2,141,833	March 10, 1998
APT (stylized)	2,280,229	September 28, 1999
APT Applied Printing Technologies	2,245,283	May 18, 1999