

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:	05/12/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Mara-Mi, Inc.		05/12/2005	CORPORATION: MINNESOTA

RECEIVING PARTY DATA

Name:	Diversified Graphics Incorporated
Street Address:	1700 Broadway Street N.E.
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55413-2618
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	1681167	MARA-MI
Registration Number:	1790359	WORLD OF JOURNALS EXPRESS
Registration Number:	2022021	GEORGE STANLEY
Registration Number:	2173175	ZOOMERANG
Registration Number:	2439063	ROOBEE
Registration Number:	2316216	WORLD OF JOURNALS
Registration Number:	2723960	M2 ORIGINALS
Serial Number:	76602322	SIMPLEPRINT

CORRESPONDENCE DATA

Fax Number: (414)298-8097
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 414-298-1000
 Email: klee@reinhartlaw.com

CH \$215.00 1681167

Correspondent Name: Kent A. Lee, Esq.
Address Line 1: 1000 North Water Street
Address Line 2: Suite 2100
Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:	Kent A. Lee
Signature:	/kal/
Date:	05/26/2005

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, Mara-Mi, Inc., a Minnesota corporation having offices at 1515 Central Avenue N.E., Minneapolis, Minnesota 55413 (hereinafter "Assignor"), has adopted and used and is the owner of the trademarks, trademark registrations, and trademark application pending in the United States Patent and Trademark Office, (hereinafter the "Marks") listed on Exhibit A hereto;

WHEREAS, pursuant to the terms of that certain Asset Purchase Agreement dated as of April 13, 2005, Diversified Graphics Incorporated, a Minnesota corporation having offices at 1700 Broadway Street N.E., Minneapolis, Minnesota 55413-2618 (hereinafter "Assignee"), is desirous of acquiring all rights in and to the Marks, the registrations and pending application therefor; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged,

Assignor does hereby sell, assign, transfer and convey to Assignee, as successor to Assignee's business associated with the Marks, all of Assignee's right, title and interest in and to the Marks, including the registrations and pending trademark application, as set forth on Exhibit A hereto, for the United States, together with the goodwill connected with the use thereof, and symbolized thereby and all rights of priority therein in any country as may now or hereafter be granted to it by law, treaty or other international convention.

Assignor agrees to execute any additional documents presented to Assignor by Assignee which are or may be reasonably necessary to evidence or perfect the assignment, including those reasonably necessary to effectuate the recordation of the assignment.

This Assignment includes all rights owned by Assignor in the nature of trademark, service mark, and trade name rights, for Marks listed on Exhibit A, as well as the right to sue for past infringement by any third party.

MARA-MI, INC.

By Miriam Fisher
Miriam Fisher, Vice President

Date May 12, 2005

STATE OF MINNESOTA)

) ss.

COUNTY OF HENNEPIN)

On this 12th day of May, 2005, before me appeared Miriam Fisher, Vice President of Mara-Mi, Inc., the person who signed this instrument, who acknowledged that she signed it as a free act on behalf of said company with authority to do so.



Heidi N. Cade
Notary Public

EXHIBIT A

MARA-MI, INC. TRADEMARKS

MARK	DATE FILED	SERIAL NO.	REG. NO.	REG. DATE
M and Design Common law rights only				
MARA-MI	02/06/1991	74/136,990	1,681,167	03/31/1992
WORLD OF JOURNALS EXPRESS	12/11/1992	74/339,208	1,790,359	08/31/1993
GEORGE STANLEY & Design Common law rights only				
KIDS WRITE! Common law rights only				
GEORGIE PIE Common law rights only				
GEORGE STANLEY	12/08/1995	75/029,762	2,022,021	12/10/1996
ZOOMERANG	12/08/1995	75/031,057	Abandoned	N/A
ZOOMERANG	09/02/1997	75/357,518	2,173,175	07/14/1998
ROOBEE	11/04/1998	75/582,427	2,439,063	03/27/2001
WORLD OF JOURNALS	11/30/1998	75/597,067	2,316,216	02/08/2000
M2 ORIGINALS	08/05/2002	76/437,463	2,723,960	06/10/2003
SIMPLEPRINT	07/14/2004	76/602,322	Pending	N/A

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