

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
Digital Style Systems Corporation		10/04/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	X-Rite, Incorporated		
Street Address:	3100 44th Street, S.W.		
City:	Grandville		
State/Country:	MICHIGAN		
Postal Code:	49418		
Entity Type:	CORPORATION: MICHIGAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2792985	DIGITAL STYLE	
Registration Number:	2768208	E-Z-COLOR	
CORRESPONDENCE DATA			
Fax Number:	(412)355-6501		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	412 355-6785		
Email:	trademarks@kling.com		
Correspondent Name:	George D. Dickos		
Address Line 1:	535 Smithfield Street		
Address Line 2:	Henry W. Oliver Building		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15222-2312		
ATTORNEY DOCKET NUMBER:	050736		
NAME OF SUBMITTER:	George D. Dickos		
Signature:	/George D. Dickos/		

CH \$65.00 2792985

Date:

12/22/2005

Total Attachments: 1

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TRADEMARK ASSIGNMENT

Digital Style Systems Corporation, previously known as Match Me! Inc., a Delaware corporation, having an office at 171 Main Street, #225, Los Altos, California 94022 ("Assignor"), is the owner of the trademarks, trademark applications, and trademark registrations identified in the tables below (collectively, the "Marks").

Registered Trademarks:

<u>Mark</u>	<u>Registration Date</u>	<u>Registration No.</u>
DIGITAL STYLE (Stylized)	December 9, 2003	2,792,985
E-Z-COLOR	September 23, 2003	2,768,208

Unregistered Trademarks:

DIGITAL RAINBOW
STYLE PILOT
COLOR PILOT
MATCH ME STYLE
MATCH ME COLOR
MATCH ME!
COLOR SEARCH ENGINE
PORTABLE PALETTE

X-Rite, Inc., a Michigan corporation, having an office at 3100 44th Street, S.W., Grandville, Michigan 49418 ("Assignee"), desires to acquire the entire right, title and interest in and to the Marks, together with all related common law rights and the goodwill of the business symbolized by the Marks.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells and assigns to Assignee, its successors and assigns, Assignor's entire right, title and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks, in the United States of America and throughout the world.

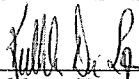
Assignor further assigns to Assignee, its successors and assigns, the entire right, title, and interest in and to all claims for damages by reason of past infringement of the Marks, together with the right to sue for, collect, and retain the proceeds relating to any such infringement, and in and to all legal equivalents of the Marks in foreign countries.

Assignor hereby covenants that no assignment, sale, agreement, or encumbrance has been or will be made or entered into which would conflict with this Assignment.

Assignor has executed this Assignment as of the date indicated below.

Date: Oct. 4, 2005

DIGITAL STYLE SYSTEMS, INC.

By: 
Name: Kathleen Down-Logan
Title: CEO and President