

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	11/30/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Graphic Technology, Inc.		02/24/2006	CORPORATION: MISSOURI

RECEIVING PARTY DATA

Name:	Vestcom New Century LLC
Street Address:	7304 KANIS ROAD
City:	LITTLE ROCK
State/Country:	ARKANSAS
Postal Code:	72207
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2556525	DUPE GUARD
Registration Number:	2666305	FASTAG
Registration Number:	2437445	FAST TALKER
Registration Number:	2435619	
Registration Number:	1919665	GTI
Registration Number:	2261083	GTI
Registration Number:	1162732	LASERLABEL

CORRESPONDENCE DATA

Fax Number: (212)446-4900
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-446-4800
 Email: hsmith@kirkland.com
 Correspondent Name: Hayley Smith, Kirkland & Ellis LLP

CH \$190.00 2556525

Address Line 1: 153 East 53rd Street
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	VESTCOM ASSIGN
NAME OF SUBMITTER:	Hayley Smith, Sr. Legal Assistant
Signature:	//Hayley Smith//
Date:	03/09/2006

Total Attachments: 4

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TRADEMARK AND PATENT ASSIGNMENT

THIS TRADEMARK AND PATENT ASSIGNMENT (this "Assignment") is made and entered into as of February 24, 2006 by and between Graphic Technology, Inc., a Missouri corporation ("Assignor"), and Vestcom New Century LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor and Assignee entered into that certain Asset Purchase Agreement dated November 30, 2004 (the "Agreement") pursuant to which Assignee agreed to purchase and Assignor agreed to sell certain assets of Assignor, subject to the terms and conditions of the Agreement; and

WHEREAS, pursuant to the Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the trademark registrations set forth on Schedule A, together with the goodwill of the business associated therewith (collectively, the "Marks"), and the patents set forth on Schedule B (collectively, the "Patents").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, conveys and delivers to Assignee the entire right, title and interest in and to the following, in each case for the United States and for all foreign countries, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made:

1. the Marks, including, without limitation, any translations, adaptations, derivations and combinations thereof and renewals in connection therewith and all goodwill of the business associated therewith;
2. the Patents, including, without limitation, any continuations, divisions, continuations in part, reissuances, reexaminations, extensions or foreign equivalents thereof; and
3. all income, royalties or payments due or payable with respect to any of the foregoing, including, without limitation, all claims for damages by reason of past, present or future infringement, misappropriation or other unauthorized use of the Marks or Patents, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.


Assignor hereby requests the United States Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Marks and Patents.

Notwithstanding any other provision of this Assignment to the contrary, nothing contained in this Assignment in any way supersedes, modifies, replaces, amends, changes,

rescinds, waives, exceeds, expands, enlarges or in any way affects the provisions of the Agreement.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

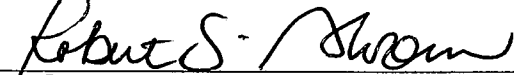
GRAPHIC TECHNOLOGY, INC.

By: 

Name: STEVEN M. EVANS

Title: SECRETARY

VESTCOM NEW CENTURY LLC

By: 

Name: Robert S. Bloom

Title: CFO

SCHEDULE A

TRADEMARK REGISTRATIONS

US Federal	DUPEGUARD	2,556,525	4/2/02
US Federal	FASTAG	2,666,305	12/24/02
US Federal	FASTALKER	2,437,445	3/20/01
US Federal	GTI LOGO DESIGN (BEEHIVE)	2,435,619	3/13/01
US Federal	GTI AND LOGO DESIGN	1,919,665	9/19/95
US Federal	GTI	2,261,083	7/13/99
US Federal	LASERLABEL	1,162,732	7/28/81

SCHEDULE A

PATENTS

Partially-Secured Label, Label Sheet And Manufacturing Method	6,579,585	6/17/03
Sheeting Apparatus And Method For A Printing Press	6,595,131	7/22/03
Labeling System And Method And Label Manufacturing Method Using Label Sheets With Adhesive	6,632,316	10/14/03