

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Jostens Holding Corporation		02/18/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Visant Holding Corporation
Street Address:	One Byram Brook Place
Internal Address:	Suite 202
City:	Armonk
State/Country:	NEW YORK
Postal Code:	10504
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Serial Number:	78535570	VISANT
Serial Number:	78557748	V VISANT
Serial Number:	78540981	V VISANT
Serial Number:	78557780	V VISANT
Serial Number:	78557772	V VISANT
Serial Number:	78557764	V VISANT
Serial Number:	78557759	V VISANT
Serial Number:	78557745	V VISANT
Serial Number:	78557743	V VISANT
Serial Number:	78557733	V VISANT
Serial Number:	78557729	V VISANT
Serial Number:	78557721	V VISANT

CORRESPONDENCE DATA

900056408

**TRADEMARK
 REEL: 003376 FRAME: 0377**

OP \$315.00 78535570

Fax Number: (212)455-2502
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ATTORNEY DOCKET NUMBER:	048448/0001
NAME OF SUBMITTER:	Kirstie Howard
Signature:	/kh/
Date:	08/24/2006

Total Attachments: 4
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source=VisantCo#page4.tif

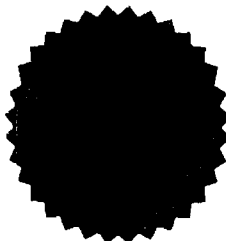
Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "JOSTENS HOLDING CORP.", CHANGING ITS NAME FROM "JOSTENS HOLDING CORP." TO "VISANT HOLDING CORP.", FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF FEBRUARY, A.D. 2005, AT 1:24 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 3693904

DATE: 02-18-05

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050136268

TRADEMARK

REEL: 003376 FRAME: 0379

**CERTIFICATE OF AMENDMENT
OF THE SECOND AMENDED AND RESTATED CERTIFICATE OF
INCORPORATION
OF
JOSTENS HOLDING CORP.**

Jostens Holding Corp., a corporation organized and existing under the laws of the State of Delaware (hereinafter the "Corporation"), hereby certifies as follows:

1. The name of the Corporation is Jostens Holding Corp. The original Certificate of Incorporation of the Corporation was filed with the Secretary of State of the State of Delaware under the name Ring Holding Corp. on June 16, 2003. An Amended and Restated Certificate of Incorporation was filed on July 29, 2003. A Second Amended and Restated Certificate of Incorporation was filed on September 24, 2004.

2. This Certificate of Amendment, which amends the Second Amended and Restated Certificate of Incorporation, was duly adopted in accordance with Sections 228 and 242 of the Delaware General Corporation Law.

3. Article First of the Second Amended and Restated Certificate of Incorporation of the Corporation is hereby amended to read in its entirety as follows:

FIRST: The name of the Corporation is Visant Holding Corp.

[Remainder of Page Intentionally Left Blank.]

IN WITNESS WHEREOF, the undersigned, as a duly authorized officer of the Corporation, has executed this Certificate of Amendment on February 4, 2005.



Marie Hlavaty
Vice President, Secretary and General Counsel

U.S. Trademarks and Trademark Applications

Title	Patent or Application Number
VISANT	78/535,570
V VISANT AND DESIGN	78/557,748
V VISANT AND DESIGN	78/540,981
V VISANT AND DESIGN	78/557,780
V VISANT AND DESIGN	78/557,772
V VISANT AND DESIGN	78/557,764
V VISANT AND DESIGN	78/557,759
V VISANT AND DESIGN	78/557,745
V VISANT AND DESIGN	78/557,743
V VISANT AND DESIGN	78/557,733
V VISANT AND DESIGN	78/557,729
V VISANT AND DESIGN	78/557,721