

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
L.C. King Manufacturing Company		10/26/2007	CORPORATION: TENNESSEE
RECEIVING PARTY DATA			
Name:	Deluxe Holding, A.G.		
Street Address:	Wallstrasse 13		
Internal Address:	P.O. Box 251		
City:	Basel		
State/Country:	SWITZERLAND		
Postal Code:	CH-4010		
Entity Type:	aktiengesellschaft: SWITZERLAND		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	0177532	POINTER BRAND	
Registration Number:	1532064	POINTER BRAND	
Registration Number:	2831121	POINTER BRAND	
Serial Number:	76658492	POINTER	
CORRESPONDENCE DATA			
Fax Number:	(212)775-8800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-775-8700		
Email:	jvogel@kilpatrickstockton.com		
Correspondent Name:	Jason M. Vogel		
Address Line 1:	31 West 52nd Street		
Address Line 2:	14th Floor		
Address Line 4:	New York, NEW YORK 10019		

OP \$115.00 0177532

DOMESTIC REPRESENTATIVE

900091241

TRADEMARK
REEL: 003655 FRAME: 0876

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Jason M. Vogel

Signature:

/Jason M. Vogel/

Date:

11/06/2007

Total Attachments: 1
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EXHIBIT A
U.S. TRADEMARK ASSIGNMENT

WHEREAS, L. C. KING MANUFACTURING COMPANY, a corporation organized and existing under the laws of Tennessee, located at 24-7th Street, Bristol, Tennessee 37621, United States of America ("**Assignor**"), is the owner of the following trademarks (the "**Trademarks**");

Trademark	U.S. Reg. No. / App. No.	Class(es)
POINTER BRAND & Design	U.S. Reg. 177.532	25
POINTER BRAND	U.S. Reg. 1,532,064	25
POINTER BRAND & Design	U.S. Reg. 2,831,121	18, 25
POINTER	U.S. App. Serial No. 76/658,492	25

and WHEREAS, DELUXE HOLDING, A.G., an aktiengesellschaft organized and existing under the laws of Switzerland, located at Wallstrasse 13, P.O. Box 251, CH-4010 Basel, Switzerland ("**Assignee**"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

L. C. KING MANUFACTURING COMPANY

By: 

Jack King
President

Dated: October 26, 2007