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TO: JASON M. VOGEL - KILPATRICK STOCKTON LLP COMPANY: 31 WEST 52ND STREET

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.112/07/2007
900093690

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT																	
NATURE OF CONVEYANCE:	Corrective Assignment to correct the Assignor name previously recorded on Reel 003655 Frame 0876. Assignor(s) hereby confirms the Assignment of the entire interest and the goodwill.																	
CONVEYING PARTY DATA																		
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>L.C. King Manufacturing Co.</td> <td></td> <td>10/26/2007</td> <td>CORPORATION: TENNESSEE</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	L.C. King Manufacturing Co.		10/26/2007	CORPORATION: TENNESSEE							
Name	Formerly	Execution Date	Entity Type															
L.C. King Manufacturing Co.		10/26/2007	CORPORATION: TENNESSEE															
RECEIVING PARTY DATA																		
<table border="1"> <tr> <td>Name:</td> <td>Deluxe Holding, A.G.</td> </tr> <tr> <td>Street Address:</td> <td>Wallstrasse 13</td> </tr> <tr> <td>Internal Address:</td> <td>P.O. Box 251</td> </tr> <tr> <td>City:</td> <td>Basel</td> </tr> <tr> <td>State/Country:</td> <td>SWITZERLAND</td> </tr> <tr> <td>Postal Code:</td> <td>CH-4010</td> </tr> <tr> <td>Entity Type:</td> <td>aktiengesellschaft: SWITZERLAND</td> </tr> </table>				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	
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																		
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>0177532</td> <td>POINTER BRAND</td> </tr> <tr> <td>Registration Number:</td> <td>1532064</td> <td>POINTER BRAND</td> </tr> <tr> <td>Registration Number:</td> <td>2831121</td> <td>POINTER BRAND</td> </tr> <tr> <td>Registration Number:</td> <td>3330189</td> <td>POINTER</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	0177532	POINTER BRAND	Registration Number:	1532064	POINTER BRAND	Registration Number:	2831121	POINTER BRAND	Registration Number:	3330189	POINTER
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Registration Number:	1532064	POINTER BRAND																
Registration Number:	2831121	POINTER BRAND																
Registration Number:	3330189	POINTER																
CORRESPONDENCE DATA																		
<p>Fax Number: (212)775-8800 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 212-775-8700 Email: jvogel@kilpatrickstockton.com Correspondent Name: Jason M. Vogel - Kilpatrick Stockton LLP Address Line 1: 31 West 52nd Street Address Line 4: New York, NEW YORK 10019</p>																		
ATTORNEY DOCKET NUMBER:	343376																	

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TO: JASON M. VOGEL - KILPATRICK STOCKTON LLP COMPANY: 31 WEST 52ND STREET

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Jason M. Vogel

Signature:

/Jason M. Vogel/

Date:

12/07/2007

Total Attachments: 3

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TO: JASON M. VOGEL COMPANY: 31 WEST 52ND STREET

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.111/06/2007
900091241

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		
DOMESTIC REPRESENTATIVE			

OP \$115.00 01/7/532

TRADEMARK
REEL: 003685 FRAME: 0626

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TO: JASON M. VOGEL COMPANY: 31 WEST 52ND STREET

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 source=Assignment#page1.tif	

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TO: JASON M. VOGEL - KILPATRICK STOCKTON LLP COMPANY: 31 WEST 52ND STREET

U.S. TRADEMARK ASSIGNMENT

WHEREAS, L. C. KING MANUFACTURING CO., 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, effective as of October 26, 2007.

L. C. KING MANUFACTURING CO.

By: Jack King
PresidentDated: November 30, 2007