

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	04/08/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Framing Success, Inc.		12/09/2008	CORPORATION: VIRGINIA

RECEIVING PARTY DATA

Name:	Herff Jones, Inc.
Street Address:	4501 West 62nd Street
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46268
Entity Type:	CORPORATION: INDIANA

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2400755	YOUR SUCCESS DESERVES THE BEST
Registration Number:	2425319	WHERE ACHIEVEMENT IS RECOGNIZED
Registration Number:	2677964	FRAMING SUCCESS
Registration Number:	2700106	FIRST & FINEST IN ACHIEVEMENT FRAMING
Registration Number:	3013829	COLLEGIATE COLLAGE
Registration Number:	3034962	A COOL NEW WAY TO SCRAPBOOK!
Registration Number:	3050715	COLLEGIATE COLLAGE
Registration Number:	3145117	LEVEL BEST
Registration Number:	3187282	YOUR PARTNER IN SUCCESS
Registration Number:	2674961	FRAMING SUCCESS

CORRESPONDENCE DATA

Fax Number: (317)231-7433

CH \$265.00 2400755

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 3172311313
Email: dwong@btlaw.com
Correspondent Name: David A.W. Wong
Address Line 1: 11 South Meridian Street
Address Line 2: Barnes & Thornburg LLP
Address Line 4: Indianapolis, INDIANA 46204

ATTORNEY DOCKET NUMBER:	2799-500
NAME OF SUBMITTER:	David A.W. Wong
Signature:	/dwong/
Date:	12/17/2008
Total Attachments: 1 source=2799#page1.tif	

NUNC PRO TUNC TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Framing Success, Inc., a company incorporated in the Commonwealth of Virginia, whose principal place of business is at 2556 Horse Pasture Road, Virginia Beach, Virginia 23453 USA ("Assignor"), hereby assigns, sets over, and transfers, nunc pro tunc, effective as of April 8, 2008 to Herff Jones, Inc., a company incorporated in the State of Indiana, whose principal place of business is at 4501 West 62nd Street, Indianapolis, Indiana, 46268, USA, ("Assignee"), all of its rights, title, and interest in and to the trademarks and applications and registrations thereof identified in Exhibit A attached hereto (the "Trademarks"), together with the goodwill of the business symbolized thereby, together with all claims for damages by reason of past infringement of the Trademarks with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title and interest in and to the Trademarks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

Assignor: Framing Success, Inc.
Signed: [Signature]
Title: VP OF FRAMING SUCCESS
Date: 12-9-08

STATE OF Indiana)
) SS:
COUNTY OF Marietta)

On the 9th day of December, 2008, before me, a Notary Public in and for said County and State, personally appeared Michael J. Check and acknowledged that (s)he is the VP of Framing Success; that (s)he is authorized by said Corporation to execute the foregoing Assignment on behalf of said Corporation; and that (s)he did execute the foregoing Assignment on behalf of said Corporation, pursuant to such authority.

[Signature]
Notary Public
TRINA K. PURICHA
Printed Name

My Commission Expires: 8-25-16

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