

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vestcom Broken Arrow, Inc.	FORMERLY Electronic Label Technology, Inc.	01/14/2009	CORPORATION: OKLAHOMA
RECEIVING PARTY DATA			
Name:	Vestcom New Century LLC		
Street Address:	7304 Kanis Road		
City:	Little Rock		
State/Country:	ARKANSAS		
Postal Code:	72204		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2199659	ELT	
Registration Number:	2330115	ELT POWERCOMPOSER	
Registration Number:	2304559	ELT POWERSUITE	
Registration Number:	2764048	ELTSIGNS.COM	
Registration Number:	1816665	LABELMASTER	
CORRESPONDENCE DATA			
Fax Number:	(913)451-0875		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9134515100		
Email:	ipdocketing@lathropgage.com		
Correspondent Name:	Amy M. Brozenic		
Address Line 1:	10851 Mastin Blvd.		
Address Line 2:	Bldg. 82, Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210		

CH \$140.00 2199659

NAME OF SUBMITTER:	Amy M. Brozenic
Signature:	/AMB/
Date:	01/20/2009
Total Attachments: 3 source=trademark_20090120150231#page1.tif source=trademark_20090120150231#page2.tif source=trademark_20090120150231#page3.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of this 14th day of January, 2009 (the "Effective Date") by and between Vestcom Broken Arrow, Inc., an Oklahoma corporation (formerly known as Electronic Label Technology, Inc.) ("Assignor"), and Vestcom New Century LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor and Assignee entered into that certain Stock Purchase Agreement dated October 21, 2008 ("Agreement") pursuant to which Assignee agreed to purchase and Assignor agreed to sell stock 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").

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. 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, 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 Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Marks.

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.

VESTCOM BROKEN ARROW, INC.
By: Robert Bloom
Name: Robert Bloom
Title: CFO

VESTCOM NEW CENTURY LLC
By: Robert Bloom
Name: Robert Bloom
Title: CFO

SCHEDULE A

TRADEMARK REGISTRATIONS

MARK	COUNTRY	STATUS	SERIAL NO./ FILING DATE	REG. NO./ REG. DATE
ELT	United States	Registered	75/330,248 07/24/1997	2,199,659 10/27/1998
ELT POWERCOMPOSER	United States	Registered	75/312,557 06/20/1997	2,330,115 03/14/2000
ELT POWERSUITE	United States	Registered	75/312,555 06/20/1997	2,304,559 12/28/1999
ELTSIGNS.COM	United States	Registered	76/472,197 12/03/2002	2,764,048 09/16/2003
LABELMASTER & Design	United States	Registered	74/174,330 06/10/1991	1,816,665 01/18/1994
LABELTRACE	Canada	Registered	712480 09/08/1992	425022 03/11/1994