

**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.		02/05/2009	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: 1**

Property Type	Number	Word Mark
Serial Number:	77600325	ECO-FRIENDLY FRAMING SUCCESS PROUDLY PURCHASES CERTIFIED WOOD FROM WELL-MANAGED FORESTS

**CORRESPONDENCE DATA**

Fax Number: (317)231-7433  
*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:	2799-207955
NAME OF SUBMITTER:	David A.W. Wong

CH \$40.00 77600325

Signature:

/dwong/

Date:

02/18/2009

Total Attachments: 2

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**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 62<sup>nd</sup> Street, Indianapolis, Indiana, 46268, USA, ("Assignee"), all of its rights, title, and interest in and to the trademark and application thereof identified in Exhibit A attached hereto (the "Trademark"), together with the goodwill of the business symbolized thereby, together with all claims for damages by reason of past infringement of the Trademark 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 Trademark 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: *Joe Slaughter*  
Title: Pres  
Date: 5 Feb 09


STATE OF Indiana )  
 ) SS:  
COUNTY OF Marion )

On the 5<sup>th</sup> day of February, 2009, before me, a Notary Public in and for said County and State, personally appeared Joe Slaughter and acknowledged that (s)he is the President of Herff Jones, Inc.; 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.

*Judy K. Facret*  
Notary Public  
Judy K. Facret  
Printed Name

My Commission Expires: Oct. 5, 2013

Exhibit A

Ctry	Status	Trademark	App. No.	App. Date	Reg. No.	Reg. Date
US	PEN	 <p data-bbox="386 541 850 714">ECO-FRIENDLY FRAMING SUCCESS PROUDLY PURCHASES CERTIFIED WOOD FROM WELL-MANAGED FORESTS &amp; Design</p>	77600325	24-Oct-08	n/a	n/a