

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
Deluxe Enterprise Operations, Inc.		01/31/2009	CORPORATION: MINNESOTA

RECEIVING PARTY DATA	
Name:	Deluxe Small Business Sales, Inc.
Street Address:	3680 Victoria Street North
City:	Shoreview
State/Country:	MINNESOTA
Postal Code:	55126
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	3011480	LABEL 'N GO
Registration Number:	2126584	LAZER-SIGNS
Registration Number:	1757432	NCS
Registration Number:	3111544	R&M
Registration Number:	1582208	R&M RETAIL MERCHANDISING PRODUCTS BY RUSSELL & MILLER
Registration Number:	3355899	RETAILDETAILS
Registration Number:	2342421	SALE!SIGNS
Registration Number:	3243992	SALE!SIGNS
Registration Number:	1948927	SIGNS MADE SIMPLE
Registration Number:	3064850	SERVING RETAIL STORES SINCE 1931 BY RUSSELL AND MILLER
Registration Number:	3147188	SERVING RETAIL STORES SINCE 1931 BY RUSSELL AND MILLER
Registration Number:	3016914	SIZE 'N GO

OP \$490.00 3011480

Registration Number:	2991253	TAG 'N GO
Registration Number:	2177685	THE BETTER BASKET
Registration Number:	3147792	THE BETTER BASKET
Registration Number:	2580222	VALUDISPLAY
Registration Number:	3045877	VALU DISPLAY
Registration Number:	1769291	ZIP-PRICE
Serial Number:	77069686	OTS SECURITY

CORRESPONDENCE DATA

Fax Number: (978)449-3018
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 978.449.3348
Email: heather.labrecque@deluxe.com
Correspondent Name: Heather B. LaBrecque
Address Line 1: 500 Main Street
Address Line 4: Groton, MASSACHUSETTS 01471

ATTORNEY DOCKET NUMBER:	R&M TRADEMARK ASSIGNMENT
NAME OF SUBMITTER:	Heather B. LaBrecque
Signature:	/hlabrecque/
Date:	02/19/2009

Total Attachments: 3
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TRADEMARK ASSIGNMENT AGREEMENT

January 31, 2009

WHEREAS, Deluxe Enterprise Operations, Inc, a Minnesota corporation ("Assignor"), is the owner of those certain trademarks, trademark registrations and trademark applications (the "Marks") listed on Exhibit A attached hereto; and

WHEREAS, Deluxe Small Business Sales, Inc., a Minnesota corporation ("Assignee"), desires to acquire the Marks and registrations thereof; and

WHEREAS, Assignee is a successor to the business of Assignor to which the Marks and the registrations pertain, which business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged:

1. Assignor hereby assigns to Assignee all of its right, title and interest in and to the Marks, including all registrations and applications to register the Marks, together with the goodwill of the business connected with the use of and symbolized by the Marks.
2. Assignor covenants and agrees with Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by Assignor and that full right to convey the same as herein expressed is possessed by Assignor.
3. Assignor agrees that it will, upon reasonable request, and without further consideration, do such things and execute such further documents as are reasonably necessary to vest title thereto in Assignee, its successors, assigns and legal representatives or nominees, and to enforce such rights.

* * * * *

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed effective as of the date first set forth above.

ASSIGNOR:

DELUXE ENTERPRISE OPERATIONS, INC.

By: David J. Graff
Its: Executive Director of Corporate Development

STATE OF Minnesota)

COUNTY OF Ramsey)

On this 31st day of January 2009, personally appeared David J. Graff, the Exec. Director of Deluxe Enterprise Operations, a Minnesota corporation, and acknowledged that he executed the foregoing Assignment as his free act and deed.

Deborah J. Cramlet
Notary Public

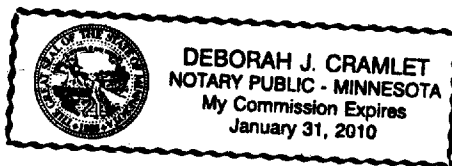


EXHIBIT A TO TRADEMARK ASSIGNMENT AGREEMENT

Registered Trademarks:

Mark	Country	Registration Number
Label 'N Go	US	3,011,480
Label 'N Go	CA	TMA666300
Lazer-Signs	US	2,126,584
Lazer-Signs	CA	TMA661778
NCS	US	1,757,432
NCS	CA	TMA657394
R&M (and design)	US	3,111,544
R&M (and design)	CA	TMA695764
R&M Retail Merchandising Products by Russell & Miller	US	1,582,208
RetailDetails	US	3,355,899
Sale!Signs	US	2,342,421
Sale!Signs (and design)	US	3,243,992
Signs Made Simple	US	1,948,927
Serving Retail Stores Since 1931 by Russell & Miller	US	3,064,850
Serving Retail Stores Since 1931 by Russell & Miller	CA	TMA675704
Serving Retail Stores Since 1931 by Russell & Miller (and design)	US	3,147,188
Serving Retail Stores Since 1931 by Russell & Miller (and design)	CA	TMA698102
Size 'N Go	US	3,016,914
Size 'N Go	CA	TMA675703
Tag 'N Go	US	2,991,253
Tag 'N Go	CA	TMA660731
The Better Basket	US	2,177,685
The Better Basket	US	3,147,792
ValuDisplay	US	2,580,222
ValuDisplay	CA	TMA663210
ValuDisplay (and design)	US	3,045,877
ValuDisplay (and Design)	CA	TMA676128
Zip-Price	US	1,769,291
Zip-Price	CA	TMA656720

Trademark Applications/Registrations:

Mark	Country	Application Number
OTS Security (and design)	US	77/069,686
Sale!Signs	CA	1250334
Sale!Signs (and design)	CA	1251014

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