TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Quebecor World Inc.		07/21/2009	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	World Color Press Inc.
Street Address:	999 de Maisonneuve Blvd. West, Suite 1100
City:	Montreal, Quebec
State/Country:	CANADA
Postal Code:	H3A 3C1
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	77525577	STORE.DRIVER

CH $40.00 77525577

CORRESPONDENCE DATA

Fax Number: (212)715-1399
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-715-1000
Email: Alisa.Cahan@aporter.com
Correspondent Name: Alisa Cahan
Address Line 1: 399 Park Avenue
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	22280.004

DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:

Address Line 4:	
NAME OF SUBMITTER:	Alisa Cahan
Signature:	/acahan/
Date:	07/22/2009
Total Attachments: 2 source=QWI-World Color Press Inc#page1.tif source=QWI-World Color Press Inc#page2.tif	

Industry Canada | Industrie Canada

Certificate of Amendment | **Certificat de modification**

Canada Business Corporations Act | **Loi canadienne sur les sociétés par actions**

World Color Press Inc.

Name of corporation-Dénomination de la société

256168-9

Corporation number-Numéro de la société

I hereby certify that the articles of the above-named corporation were amended:

Je certifie que les statuts de la société susmentionnée ont été modifiés:

a) under section 13 of the Canada Business Corporations Act in accordance with the attached notice;

☐ a) en vertu de l'article 13 de la Loi canadienne sur les sociétés par actions, conformément à l'avis ci-joint;

b) under section 27 of the Canada Business Corporations Act as set out in the attached articles of amendment designating a series of shares;

☐ b) en vertu de l'article 27 de la Loi canadienne sur les sociétés par actions, tel qu'il est indiqué dans les clauses modificatrices ci-jointes désignant une série d'actions;

c) under section 179 of the Canada Business Corporations Act as set out in the attached articles of amendment;

☐ c) en vertu de l'article 179 de la Loi canadienne sur les sociétés par actions, tel qu'il est indiqué dans les clauses modificatrices ci-jointes;

d) under section 191 of the Canada Business Corporations Act as set out in the attached articles of reorganization;

☑ d) en vertu de l'article 191 de la Loi canadienne sur les sociétés par actions, tel qu'il est indiqué dans les clauses de réorganisation ci-jointes;

Richard G. Shaw
Director - Directeur

July 21, 2009 / le 21 juillet 2009

Date of Amendment - Date de modification

Canada

Industry Canada | Industrie Canada
Canada Business Corporations Act | Loi canadienne sur les sociétés par actions

FORM 14
ARTICLES OF REORGANIZATION
(SECTION 191)

FORMULAIRE 14
CLAUSES DE RÉORGANISATION
(ARTICLE 191)

1 -- Name of Corporation - Dénomination sociale de la société	2 -- Corporation No. - N° de la société
QUEBECOR WORLD INC.	256168-9

3 -- In accordance with the order for reorganization, the articles of incorporation are amended as follows:

Conformément à l'ordonnance de réorganisation, les statuts constitutifs sont modifiés comme suit :

(i) the name of the Corporation is hereby changed to "World Color Press Inc.";

(ii) to create a new class of redeemable shares of the capital of the Corporation having attached thereto the rights, privileges, restrictions and conditions set out in Schedule I attached hereto (the "Redeemable Shares");

(iii) to change each issued and outstanding Subordinate Voting Share, Multiple Voting Share, Series 3 Cumulative Redeemable First Preferred Share and Series 5 Cumulative Redeemable First Preferred Share into 0.000001 of a Redeemable Share;

(iv) immediately following the redemption of all of the Redeemable Shares in accordance with Section 1.4 of Schedule I hereto, to cancel, remove and delete the authorized share capital of the Corporation, consisting of the Multiple Voting Shares, Subordinate Voting Shares, the First Preferred Shares issuable in series and the Redeemable Shares (collectively, the "Cancelled Classes of Shares"), along with the rights, privileges, restrictions and conditions attached to the Cancelled Classes of Shares and all rights to accrued dividends in respect of all of such classes and series of shares;

(v) to create a new class of Common Shares, the number of which shall be unlimited, and a new class of Class A Convertible Preferred Shares, the number of which shall be limited to 12,500,000, having attached thereto the rights, privileges, restrictions and conditions set out in Schedule II attached hereto;

(vi) to incorporate the Plan of Reorganization and Compromise and the related Reorganization Order set out in Schedule III attached hereto; and

(vii) to make such additions to the stated capital accounts maintained in respect of the Common Shares and the Class A Convertible Preferred Shares set out in Schedule IV attached hereto.

Each of the foregoing amendments shall be deemed to take effect in the order in which they appear above.

Signature	Printed Name - Nom en lettres moulées	4 -- Capacity of - En qualité de	5 -- Tel. N°. - N° de tél.
MChlumecky	Marie-É. Chlumecky	Corporate Secretary	(514) 954-0101

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IC3409 (2003/06)

Canada