

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
Novink Printing (USA) Corp.		07/22/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	World Color Printing (USA) Corp.		
Street Address:	140 E. 42nd Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1743735	DITTLER BROTHERS	
Registration Number:	1540990	BOUNCE BACK BRC	
Registration Number:	1781875	GREAT WESTERN PUBLISHING	
CORRESPONDENCE DATA			
Fax Number:	(212)715-1399		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-715-1000		
Email:	Alisa.Cahan@aporter.com		
Correspondent Name:	Arnold & Porter LLP, Alisa Cahan		
Address Line 1:	399 Park Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	22280.004		
NAME OF SUBMITTER:	Alisa Cahan		
Signature:	/acahan/		

CH \$90.00 1743735

Date:

07/23/2009

Total Attachments: 3

source=World Color Printing (USA) Corp#page1.tif

source=World Color Printing (USA) Corp#page2.tif

source=World Color Printing (USA) Corp#page3.tif

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "NOVINK PRINTING (USA) CORP.", CHANGING ITS NAME FROM "NOVINK PRINTING (USA) CORP." TO "WORLD COLOR PRINTING (USA) CORP.", FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF JULY, A.D. 2009, AT 6:26 O'CLOCK P.M.

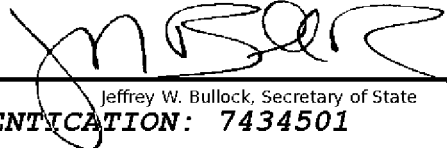
A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2145064 8100

090720399

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7434501

DATE: 07-23-09

TRADEMARK
REEL: 004030 FRAME: 0076

CERTIFICATE OF AMENDMENT
OF
CERTIFICATE OF INCORPORATION
OF
NOVINK PRINTING (USA) CORP.

Novink Printing (USA) Corp., a corporation organized and existing under the laws of the State of Delaware,

DOES HEREBY CERTIFY THAT:

FIRST: Article First of the Certificate of Incorporation of Novink Printing (USA) Corp. is hereby deleted and a new Article First is hereby substituted therefore as follows:

FIRST

The name of the corporation is World Color Printing (USA) Corp. (the "Corporation").


SECOND: The Board of Directors of Novink Printing (USA) Corp., by unanimous written consent of its members, filed with the minutes of the Board, duly adopted resolutions setting forth the foregoing amendment to the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the sole stockholder of said corporation for consideration thereof.

THIRD: Thereafter, pursuant to resolution of its Board of Directors, the amendment was submitted to and approved by written consent of the sole stockholder of said corporation.

FOURTH: Said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, said Novink Printing (USA) Corp. has caused this certificate of amendment to be signed by its duly authorized officer as of this 22 day of July, 2009.

NOVINK PRINTING (USA) CORP.

By: 
Name: Marie-E. Chlumecky
Title: Corporate Secretary