

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
The Taubman Company, LLC		02/22/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Jostens, Inc.		
Street Address:	3601 Minnesota Drive		
Internal Address:	Suite 400		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55435		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77791579	YEARBOOK YOURSELF	
CORRESPONDENCE DATA			
Fax Number:	(612)335-1657		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6123351448		
Email:	eric.paulsrud@leonard.com		
Correspondent Name:	Eric D. Paulsrud		
Address Line 1:	150 South 5th Street		
Address Line 2:	Suite 2300		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	10387.00009		
NAME OF SUBMITTER:	Eric D. Paulsrud		
Signature:	/Eric D. Paulsrud/		

OP \$40.00 77791579

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TRADEMARK
REEL: 004159 FRAME: 0378

Date:

03/02/2010

Total Attachments: 1

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EXHIBIT A

ASSIGNMENT OF TRADEMARK

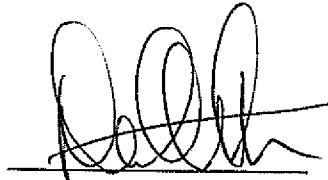
THIS AGREEMENT entered this 22nd day of FEBRUARY, 2010, between The Taubman Company LLC ("Assignor"), and Jostens Inc., herein referred to as "Assignee".

WHEREAS, Assignor has adopted and is using the mark "YEARBOOK YOURSELF" (the "Mark"), which mark is the subject of pending Application Serial No. 77/791,579 ("the Application").

WHEREAS Assignee is desirous of acquiring such Mark and the pending Application thereof.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interest in and to said Mark, all goodwill associated with said Mark, along with the Application therefor.

Date 2/22/10



By: Denise Antos

Name

Its: SVP CENTER OPERATIONS

Title