

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 Business Operations, Inc.	FORMERLY Deluxe Johnson Corporation, Inc.	03/11/2010	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Deluxe Enterprise Operations, Inc.		
Street Address:	3680 Victoria Street North		
City:	Shoreview		
State/Country:	MINNESOTA		
Postal Code:	55126		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3024953	JOHNSONGROUP	
CORRESPONDENCE DATA			
Fax Number:	(978)449-3018		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
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:	TM ASSIGN DJC TO DEO '953		
NAME OF SUBMITTER:	Heather B. LaBrecque		
Signature:	/hlabrecque/		
Date:	03/11/2010		

CH \$40.00 3024953

Total Attachments: 3

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TRADEMARK ASSIGNMENT AGREEMENT

March 11, 2010

WHEREAS, Deluxe Business Operations, Inc., a Minnesota corporation, formerly known as Deluxe Johnson Corporation, 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 Enterprise Operations, 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.

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EXHIBIT A TO TRADEMARK ASSIGNMENT AGREEMENT

<u>Mark</u>	<u>Regn. No.</u>	<u>Regn. Date</u>	<u>Country</u>
JOHNSONGROUP	3024953	12/13/2005	USA

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