60/81/2

form PTO-1394 (Rev. 01-09)	
DMB Collection 0651-0027 (exp. 02/28/2009)	
RECORDATION FORM COVER SHEET	

Re: 3/25/10 TRADEMA	RKS ONLY 103592878
To the Director of the U.S. Patent and Trademark Office: Plea	se record the attached documents or the new address(es) below.
1. Name of conveying party(ies):	2. Name and address of receiving party(les) Additional names, addresses, or citizenship attached?
Deluxe Small Businesses Sales, Inc.	Name: Russell Miller Acquisition, Inc.
Individual(s) Association General Partnership Limited Partnership Corporation- State: Minnesota Other Citizenship (see guidelines) USA	Internal Address: Street Address IOH 25 SIUSINEV DV. City: Santa Fe Springs State: CA Country: USA Zip: 90670
Additional names of conveying parties attached? Yes N	
3. Nature of conveyance //Execution Date(s): Execution Date(s): Junkary 31, 2009 Marger Marger Security Agreement Change of Name Other	Limited Partnership Citizenship Corporation Citizenshir Other Citizenship If assignee is not domiciled in the United States, a domestic representative designation is attached: (Designations must be a separate document from assignment)
4. Application number(s) or registration number(s) and A. Trademark Application No.(s) C. Identification or Description of Trademark(s) (and Filing)	B. Trademark Registration No.(s) 1,757,A32 2,342,A21 Additional sheet(s) attached? Yes No
5. Name & address of party to whom correspondence concerning document should be mailed: Name: Allison F. Butler	6. Total number of applications and registrations involved;
Internal Address:	7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$
Street Address:609 Deep Valley Dr., Suite 200	Authorized Colored X Enclosed
City:Rolling Hills Estates	8. Payment Information: DEC 18 2005
State California Zip:90274	
Phone Number:3 <u>10.245.5517</u> Fax Number:3 <u>10.265.4499</u>	Deposit Account Number PRINE 00000093 1757432
Emall Address: ashuterasebutleri-officem	Authoriza 65 60 60 60 60 60 60 60
9. Signature: /	, , ,
Signature	1 L / 10 / 09 Date
Mame of Person Signing	Total number of pages including cover sheet, attachments, and document; 5

Documents to be recorded (including cover sheet) should be fixed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1460, Alexandria, VA 22313-1450

TRADEMARK
REEL: 004174 FRAME: 0381

RECORDATION FORM COVER SHEET TRADEMARK ONLY

Continue 4.B

3,111,544

2,580,222

TRADEMARK REEL: 004174 FRAME: 0382

TRADEMARK ASSIGNMENT AGREEMENT

January 31, 2009

WHEREAS, Deluxe Small Business Sales, 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, Russell Miller Acquisition, Inc., a Delaware 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.

Doc# 2843631\2

TRADEMARK REEL: 004174 FRAME: 0383 IN WITNESS WHEREOF, Assignor has caused this instrument to be executed effective as of the date first set forth above.

ASSIGNOR:

DELUXE SMALL BUSINESS SALES, INC.

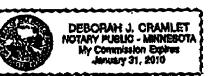
Its: Exempire Director & Communica Developmen

STATE OF Minnecola)

COUNTY OF KLMULY

On this 314 day of Livery 2009, personally appeared Divid . Staff, the Eile. Divertor of Deluxe Small Business Sales, Inc., a Minnesota corporation, and acknowledged that he executed the foregoing Assignment as his free act and deed.

Notary Public



[Signature page to Trademark Assignment Agreement]

TRADEMARK

REEL: 004174 FRAME: 0384

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	ÚS	3,064,850
Serving Retail Stores Since 1931 by Russell & Miller	CA	TMA675704
Serving Retail Stores Since 1931 by Russell & Miller (and	US	3,147,188
design)		
Serving Retail Stores Since 1931 by Russell & Miller (and	ÇA	TMA698102
design)		
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	UŞ	3,147,792
ValuDisplay	ŬS	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
SalelSigns (and design)	CA	1251014

Doc# 2843631\2

TRADEMARK REEL: 004174 FRAME: 0385

RECORDED: 03/25/2010