



RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

103592878

Re: 3/25/10

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

12-18/09

1. Name of conveying party(ies):

Deluxe Small Businesses Sales, Inc.

- Individual(s)
- General Partnership
- Corporation- State: Minnesota
- Other
- Association
- Limited Partnership

Citizenship (see guidelines) USA

Additional names of conveying parties attached? Yes No

3. Nature of conveyance / Execution Date(s) :

Execution Date(s): January 31, 2009

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Russell Miller Acquisition, Inc.

Internal

Address:

Street Address 10425 Slusher Dr.

City: Santa Fe Springs

State: CA

Country: USA Zip: 90670

- Association
 - General Partnership
 - Limited Partnership
 - Corporation
 - Other
- Citizenship Delaware

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,757,432
2,342,421

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Allison E. Butler

Internal Address:

Street Address: 609 Deep Valley Dr., Suite 200

City: Rolling Hills Estates

State: California Zip: 90274

Phone Number: 310.245.5517

Fax Number: 310.245.4499

Email Address: aebutler@aebutlerlegal.com

6. Total number of applications and registrations involved:

4

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$

- Authorized to be placed in the public domain
- Enclosed

8. Payment Information:

Deposit Account Number 12/18/2009 DRYRNE 00000033 1757432

Authorized User Name 01 FC:ASCI 02 40:0022

48.00 DP
75.00 DP

9. Signature:

Allison E. Butler
Signature

12/10/09
Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

5

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

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.

* * * * *

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.

By: David J. Graff
Its: Executive Director of Corporate Development

STATE OF Minnesota)

COUNTY OF Ramsey)

On this 31st day of January 2009, personally appeared David J. Graff, the Exec. Director of Deluxe Small Business Sales, Inc., a Minnesota corporation, and acknowledged that he executed the foregoing Assignment as his free act and deed.

Deborah J. Cramlet
Notary Public



[Signature page to Trademark Assignment Agreement]

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	US	3,064,850
Serving Retail Stores Since 1931 by Russell & Miller	CA	TMA675704
Serving Retail Stores Since 1931 by Russell & Miller (and design)	US	3,147,188
Serving Retail Stores Since 1931 by Russell & Miller (and design)	CA	TMA698102
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	US	3,147,792
ValuDisplay	US	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
Sale!Signs (and design)	CA	1251014

Doc# 2843631V2