

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
Credit Managers Association of California		03/09/2007	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Mallory Co.		
Street Address:	1040 Industrial Way		
City:	Longview		
State/Country:	WASHINGTON		
Postal Code:	98632		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2830738	TECHTRUE	
CORRESPONDENCE DATA			
Fax Number:	(415)433-5530		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	4154331900		
Email:	cwadia@cwclaw.com		
Correspondent Name:	Cyrus Wadia		
Address Line 1:	Cooper, White & Cooper LLP		
Address Line 2:	201 California Street, 17th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	MALLORYCO., INC./32501		
NAME OF SUBMITTER:	Cyrus Wadia		
Signature:	/CyrusWadia/		

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**TRADEMARK
 REEL: 004179 FRAME: 0774**

Date:

04/04/2010

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, CREDIT MANAGERS ASSOCIATION OF CALIFORNIA, a California corporation doing business as CMA Business Credit Services ("*Assignor*" herein), with principal offices located at 40 E. Verdugo Avenue, Burbank, California 91502-1931, solely in its capacity (1) as Assignee for the Benefit of Creditors of Te Tech, LLC, and (2) as Assignee for the Benefit of Creditors of Silicon Valley Labels, LLC, is the owner of all rights, title and interest (including, without limitation, all intellectual property rights) in and to all of the property of Te Tech, LLC, and Silicon Valley Labels, LLC, of every kind and nature and wherever situated and assigned to Assignor pursuant to the General Assignments between Assignor and Te Tech, LLC, and Silicon Valley Labels, LLC, each dated March 9, 2007, including, without limitation, the following trademark and service mark applications and registrations: TECHTRUE (collectively, the "*Assigned Assets*" herein); and

WHEREAS, Assignor and THE MALLORY CO., a Washington corporation, with its principal place of business located at 1040 Industrial Way, Longview, Washington 98632 ("*Assignee*" herein), have entered into a certain Asset Purchase Agreement, dated as of March 9, 2007 (the "*APA*"), pursuant to which Assignee acquired the Purchased Assets (as defined in the APA) (including, without limitation, any and all intellectual property rights of Te Tech, LLC, and Silicon Valley Labels, LLC);

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and pursuant to the APA, Assignor hereby assigns, grants, transfers and conveys to Assignee, its successors and assigns all right, title and interest throughout the world in and to the Assigned Assets (including, without limitation, all copyrights, patents, trademarks, service marks, trade secrets, domain names, product designs, product licensing agreements, and other intellectual property rights and all other rights in the Assigned Assets that may now or hereafter be vested), together with all national, foreign, state and common law registrations, applications for registration and renewals and extensions thereof; all goodwill associated therewith; and all benefits, privileges, causes of action and remedies relating to any of the foregoing, whether before or hereafter accrued (including, without limitation, the exclusive rights to apply for and maintain all such registrations, renewals and/or extensions; to sue for all past, present or future infringements or other violations of any rights in the Assigned Assets; and to settle and retain proceeds from any such actions). Upon Assignee's reasonable request and at Assignee's expense, Assignor will take such other actions, including, without limitation, the execution and delivery of documents in recordable form, as may be reasonably necessary to vest, secure, perfect, protect or enforce the rights and interests of Assignee in and to the Assigned Assets. Notwithstanding anything else to the contrary, assignment by Assignor of any agreement with any third party (including, without limitation, any license) pursuant to this Agreement or the APA is subject to and contingent upon Assignor having the right and necessary consents to assign such agreement.

This assignment agreement and the APA constitute the entire agreement between Assignor and Assignee concerning the subject matter hereof and supersede all prior or contemporaneous discussions, communications and agreements, whether oral or written, between Assignor and Assignee relating to the subject matter hereof. In the event of a conflict between the terms of this assignment and the terms of the APA, the terms of the APA shall control.

IN WITNESS WHEREOF, the Assignor has duly executed this document by the name of its duly authorized officer, as of March 9, 2007.

**CREDIT MANAGERS ASSOCIATION
OF CALIFORNIA**, a California corporation doing
business as CMA Business Credit Services, solely
in its capacity as Assignee for the Benefit of
Creditors of Te Tech, LLC, and Silicon Valley
Labels, LLC

By



Name:

**ROBERT J. HODER
VICE PRESIDENT &
CORPORATE SECRETARY**

Title: