

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
VISANT SECONDARY HOLDINGS CORP.		09/22/2010	CORPORATION: DELAWARE
VISANT CORPORATION		09/22/2010	CORPORATION: DELAWARE
AKI, INC.		09/22/2010	CORPORATION: DELAWARE
PHOENIX COLOR CORP.		09/22/2010	CORPORATION: DELAWARE
THE LEHIGH PRESS, INC.		09/22/2010	CORPORATION: PENNSYLVANIA
JOSTENS, INC.		09/22/2010	CORPORATION: MINNESOTA
NEFF MOTIVATION, INC.		09/22/2010	CORPORATION: OHIO
VISUAL SYSTEMS, INC.		09/22/2010	CORPORATION: WISCONSIN
MEMORY BOOK ACQUISITION LLC		09/22/2010	LIMITED LIABILITY COMPANY: DELAWARE
ROCK CREEK ATHLETICS, INC.		09/22/2010	CORPORATION: IOWA
RECEIVING PARTY DATA			
Name:	CREDIT SUISSE AG, AS ADMINISTRATIVE AGENT		
Street Address:	11 Madison Avenue		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	BANK: SWITZERLAND		
PROPERTY NUMBERS Total: 148			
Property Type	Number	Word Mark	
Registration Number:	3763581	MAGNISCENT	
Registration Number:	2952142	ACTISEAL	
Registration Number:	2078154	ARCADE	
Registration Number:	1928276	ARCADE	
Registration Number:	3049146	AROMAWINDOW	

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TRADEMARK  
 REEL: 004294 FRAME: 0632

Registration Number:	1649216	COLOR PRELUDE
Registration Number:	2989953	BEAUTIDUET
Registration Number:	2989952	BEAUTIPAK
Registration Number:	2291333	BEAUTISEAL
Registration Number:	2594951	BEAUTITOUCH
Registration Number:	1930422	DISCOVER
Registration Number:	3146305	KISS-A-PEEL
Registration Number:	2468163	LIPSEAL
Registration Number:	2300214	LIQI-SEAL
Registration Number:	2290443	LIQUATOUCH
Registration Number:	0913585	MICROFRAGRANCE
Registration Number:	2289332	POWDATOUCH
Registration Number:	1487113	SCENT-SATIONAL
Registration Number:	1849234	SCENT SEAL
Registration Number:	1257538	SCENTSTRIP
Registration Number:	2780432	SELECTASHADE
Registration Number:	2263695	SHADESEAL
Registration Number:	2221966	SMELL THE TASTE
Registration Number:	3608473	PHOENIX COLOR CORP.
Registration Number:	3732342	LEHIGH PHOENIX
Registration Number:	3734942	LEHIGH PHOENIX
Registration Number:	2954154	INTERACTIVE ILLUSION
Registration Number:	2785921	LITHOFOIL
Registration Number:	2964496	VIBRAMOTION
Registration Number:	2316059	YES! IS THE ANSWER. WHAT IS THE QUESTION?
Registration Number:	2309062	YES! IS THE ANSWER. WHAT IS THE QUESTION?
Registration Number:	2138992	PHOENIX COLONET
Registration Number:	1382791	LEHIGH PRESS COLORTRONICS
Registration Number:	1555268	LEHIGH PRESS LITHOGRAPHERS
Registration Number:	2079244	THE LEHIGH PRESS, INC.
Registration Number:	1454684	LP
Registration Number:	1699651	DECOGRAM
Registration Number:	2195514	LEHIFI
Registration Number:	2691483	PRESSMATTE
Registration Number:	2771357	LEHIGH DIRECT

Registration Number:	1841475	INSERTIA
Registration Number:	2771356	LEHIGH DIRECT MAILTRAK
Registration Number:	2993731	PROCARD
Registration Number:	2426365	DIRECT 2 PRINT DIGITAL SYSTEM BECAUSE IT'S A DIGITAL WORLD
Registration Number:	3011905	BASEONE
Registration Number:	3071420	VARICHROME
Registration Number:	3104535	INNOVATION. COVER TO COVER.
Registration Number:	1040949	NEFF
Registration Number:	2521651	RIM POINT
Registration Number:	2523932	LEADER
Registration Number:	3716218	VISANT MARKETING SERVICES
Registration Number:	3716222	V VISANT MARKETING SERVICES
Registration Number:	3786219	V VISANT
Registration Number:	2988519	MEMORY MEMORY BOOK COMPANY
Registration Number:	2398609	MERIDIAN
Registration Number:	1813984	MEMORY BOOK COMPANY
Registration Number:	2086751	DUCKSTER
Registration Number:	2410011	QUICK PICS
Registration Number:	1658286	DELONG USA
Registration Number:	1263697	SPANJIAN
Registration Number:	1185868	DE LONG
Registration Number:	1509268	DELONG
Registration Number:	1375864	TEAMWORKS
Registration Number:	1379228	TEAMWORKS
Registration Number:	3097345	ACHIEVER
Registration Number:	1413282	AMERICA'S CLASS RING
Registration Number:	3470193	BEYOND WORDS
Registration Number:	3743981	C2G
Registration Number:	2859386	CHAMPIONS OF THE COMMUNITY
Registration Number:	3743980	COMMITMENT TO GRADUATE
Registration Number:	3271416	CONNECTED FOR LIFE
Registration Number:	2983066	DESIGN-A-SIDES
Registration Number:	0323479	J
Registration Number:	3425651	DUALCAST

Registration Number:	3271415	EVERYTHING BUT THE DEGREE
Registration Number:	2919163	FIRERAY
Registration Number:	3116262	FLASHBAX
Registration Number:	2411149	GLOWTOUCH
Registration Number:	2672014	GOLD LANCE
Registration Number:	2822169	GOLD LANCE GL
Registration Number:	2740442	GRAD FINALE
Registration Number:	2949632	GRAD TRACK
Registration Number:	2307190	HEAR THE YEAR
Registration Number:	2920922	HERITAGE
Registration Number:	2683503	HOME
Registration Number:	2822778	HOME ORDERING MADE EASY
Registration Number:	3620179	IMAGE SCAN BY JOSTENS
Registration Number:	2490716	IT PAYS
Registration Number:	0504577	JOSTENS
Registration Number:	2381423	JOSTENS
Registration Number:	2965650	JOSTENS
Registration Number:	2406471	JOSTENS
Registration Number:	3846986	JOSTENS DIRECT SOLUTIONS
Registration Number:	2613151	JOSTENS NETLINE
Registration Number:	2430809	JOSTENS RENAISSANCE
Registration Number:	3225192	LAZON
Registration Number:	3001061	LUSTRIUM
Registration Number:	2947362	MEMORIES DIRECT ONLINE
Registration Number:	2043451	MEMORY EXPRESS
Registration Number:	3115601	MILESTONES
Registration Number:	2920923	NUANCE
Registration Number:	3517219	OUR HUBBUB
Registration Number:	3075595	PROMINENCE
Registration Number:	3108621	QUADRA
Registration Number:	2332698	RENAISSANCE
Registration Number:	3786783	RUC2G?
Registration Number:	3167931	SCHOOL ANNUAL YEAR IN A FLASH DVD
Registration Number:	3648065	SEgni
Registration Number:	3076093	SESSIONS

Registration Number:	3458112	SHEER ICE
Registration Number:	2987365	SIGNATURE
Registration Number:	3200283	SILVER ELITE
Registration Number:	3312409	SILVERXT
Registration Number:	3030197	STATUS TASSEL
Registration Number:	3271188	TEACHTECH
Registration Number:	3254620	THE PRIDE FACTOR
Registration Number:	1929842	TRADEWINDS
Registration Number:	3324356	
Registration Number:	3596683	VISTA
Registration Number:	3075594	VOICE
Registration Number:	2685513	WHAT'S UP
Registration Number:	2015074	WORLD BEAT
Registration Number:	2493508	WRITE NOW!
Registration Number:	3185606	YEARBOOK AVENUE
Registration Number:	3834308	YEARBOOK THIS
Registration Number:	3757427	YEARBOOK YOURSELF
Registration Number:	3674639	YOURUSTORY
Serial Number:	77575546	CLEAR TOUCH
Serial Number:	77864264	SCENTALKER
Serial Number:	77864701	BEAUTIPOD
Serial Number:	77946858	SCENTFX
Serial Number:	77941463	V VISANT
Serial Number:	77801271	ELEMENTS COLLECTION
Serial Number:	77801263	ELEMENTS COLLECTION
Serial Number:	77801289	ELEMENTS COLLECTION
Serial Number:	77801295	ELEMENTS COLLECTION
Serial Number:	77938917	GATEWAY TO GRADUATION
Serial Number:	77679274	GRADUATION CENTRAL
Serial Number:	85035159	PERSONAL YEARBOOK PAGES
Serial Number:	85096986	SEASON PASS
Serial Number:	77722044	SEN10RS
Serial Number:	77927163	THE ONES TO REMEMBER
Serial Number:	85010407	VANGUARD
Serial Number:	77913110	YEARBOOK HOME DIRECT

Serial Number:	77954846	YEARBOOK YOURSELF
Serial Number:	77954840	YEARBOOK YOURSELF
Serial Number:	77679290	GRAD CENTRAL
Serial Number:	77940226	AMBER XT

#### CORRESPONDENCE DATA

Fax Number: (866)826-5420

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 3016380511

Email: ipresearchplus@comcast.net

Correspondent Name: IP Research Plus, Inc.

Address Line 1: 21 Tadcaster Circle

Address Line 2: Attn: Penelope J.A. Agodoa

Address Line 4: Waldorf, MARYLAND 20602

ATTORNEY DOCKET NUMBER:	36174
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NAME OF SUBMITTER:	Penelope J.A. Agodoa
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Signature:	/pja/
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Date:	10/12/2010
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Total Attachments: 14  
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To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

## REEL: 004294 FRAME: 0638

Additional names of conveying parties

AKI, INC.  
Corporation- State: DE

PHOENIX COLOR CORP.  
Corporation- State: DE

THE LEHIGH PRESS, INC.  
Corporation- State: PA

JOSTENS, INC.  
Corporation- State: MN

NEFF MOTIVATION, INC.  
Corporation- State: OH

VISUAL SYSTEMS, INC.  
Corporation- State: WI

MEMORY BOOK ACQUISITION LLC  
Other- LIMITED LIABILITY COMPANY- DE

ROCK CREEK ATHLETICS, INC.  
Corporation- State: IA



TRADEMARK SECURITY AGREEMENT, effective as of September 22, 2010, among VISANT SECONDARY HOLDINGS CORP., a Delaware corporation (“Holdings”), VISANT CORPORATION, a Delaware corporation (the “Borrower”), the subsidiaries of the Borrower listed on Schedule I hereto (the “Subsidiary Grantors”) and CREDIT SUISSE AG, as Administrative Agent (the “Administrative Agent”).

Reference is made to the Security Agreement dated as of September 22, 2010 (as amended, supplemented or otherwise modified from time to time, the “Security Agreement”), among Holdings, the Borrower, the Subsidiary Grantors of the Borrower and the Administrative Agent. The Lenders have agreed to extend credit to the Borrower subject to the terms and conditions set forth in the Credit Agreement dated as of September 22, 2010 among Borrower, Jostens Canada Ltd., Holdings, Credit Suisse AG, Toronto Branch, the Lenders and the Administrative Agent (as amended, supplemented or otherwise modified from time to time, the “Credit Agreement”). The obligations of the Lenders to extend such credit are conditioned upon, among other things, the execution and delivery of this Agreement. Holdings and the Subsidiary Grantors are affiliates of the Borrower, will derive substantial benefits from the extension of credit to the Borrower pursuant to the Credit Agreement and are willing to execute and deliver this Agreement in order to induce the Lenders to extend such credit. Accordingly, the parties hereto agree as follows:

SECTION 1. Terms. Capitalized terms used in this Agreement and not otherwise defined herein have the meanings specified in the Security Agreement. The rules of construction specified in Section 1(a) of the Security Agreement also apply to this Agreement.

SECTION 2. Grant of Security Interest. As security for the payment or performance, as the case may be, in full of the Obligations, each Subsidiary Grantor, pursuant to the Security Agreement, did and hereby does grant to the Administrative Agent, its successors and assigns, for the benefit of the Secured Parties, a security interest in, all of its right, title or interest in or to any and all of the following assets and properties now owned or at any time hereafter acquired by such Subsidiary Grantor or in which such Subsidiary Grantor now has or at any time in the future may acquire any right, title or interest (collectively, the “Trademark Collateral”) as security for the prompt and complete payment, when due, of the Obligations:

(a) all trademarks, service marks, trade names, corporate names, company names, business names, fictitious business names, trade styles, trade dress, logos, other source or business identifiers, designs and general intangibles of like nature, now existing or hereafter adopted or acquired, all registrations and recordings thereof, and all registration and recording applications filed in connection therewith, including registrations and registration applications in the United States Patent and Trademark Office or any similar offices in any State of the United States or any other country or any political subdivision thereof, and all extensions or renewals thereof, including those listed on Schedule II (the “Trademarks”);

(b) all goodwill associated with or symbolized by the Trademarks; and

(c) all assets, rights and interests that uniquely reflect or embody the Trademarks.

SECTION 3. Certain Limited Exclusions. Notwithstanding anything herein to the contrary, in no event shall the security interest granted under Section 2 above attach to any “intent-to-use” application for registration of a Trademark filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, prior to the filing of a “Statement of Use” pursuant to Section 1(d) of the Lanham Act or an “Amendment to Allege Use” pursuant to Section 1(c) of the Lanham Act with respect thereto, to the extent that the grant of a security interest therein would impair the validity or enforceability of any registration that issues from such intent-to-use application under applicable federal law.

SECTION 4. Security Agreement. The security interests granted to the Administrative Agent herein are granted in furtherance, and not in limitation of, the security interests granted to the Administrative Agent pursuant to the Security Agreement; provided that security interests granted herein shall automatically terminate upon the termination, release or other discharge of the Administrative Agent’s security interest in the Trademark Collateral granted pursuant to the Security Agreement as contemplated by the Security Agreement. Each Subsidiary Grantor hereby acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the Trademark Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the Security Agreement, the terms of the Security Agreement shall govern.

SECTION 4. Choice of Law. This Agreement shall be governed by, and construed in accordance with, the laws of the State of New York.

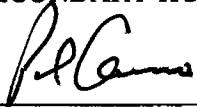
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IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the day and year first above written.

VISANT CORPORATION (f/k/a JOSTENS IH CORP.),


By:   
Name:  
Title:

VISANT SECONDARY HOLDINGS CORP. (f/k/a JOSTENS SECONDARY HOLDINGS CORP.),

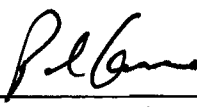
By:   
Name:  
Title:

EACH OF THE SUBSIDIARIES LISTED ON SCHEDULE I HERETO,

AKI, INC.

By:   
Name:  
Title:

DIXON DIRECT CORP.

By:   
Name:  
Title:

[Signature Page to Trademark Security Agreement]


PHOENIX COLOR CORP.

By:   
Name:  
Title:

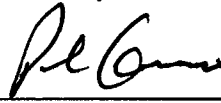
PHOENIX (MD.) REALTY, LLC

By:   
Name:  
Title:

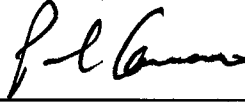
ROCK CREEK ATHLETICS, INC.

By:   
Name:  
Title:

THE LEHIGH PRESS, INC.


By:   
Name:  
Title:

VISUAL SYSTEMS, INC.

By:   
Name:  
Title:

[Signature Page to Trademark Security Agreement]

JOSTENS, INC.

By:   
Name:  
Title:


MEMORY BOOK ACQUISITION LLC

By:   
Name:  
Title:

NEFF HOLDING COMPANY

By:   
Name:  
Title:

NEFF MOTIVATION, INC.

By:   
Name:  
Title:

PCC EXPRESS, INC.

By:   
Name:  
Title:

[Signature Page to Trademark Security Agreement]

CREDIT SUISSE AG, CAYMAN ISLANDS  
BRANCH, as Administrative Agent,

By: \_\_\_\_\_

  
Name: **MIKHAIL FAYBUSOVICH**  
Title: **VICE PRESIDENT**

By: \_\_\_\_\_

  
Name: **VIPUL DHADDA**  
Title: **ASSOCIATE**

Schedule I

Subsidiary Grantors

AKI, Inc,

Phoenix Color Corp.

The Lehigh Press, Inc.

Jostens, Inc.

Neff Motivation, Inc.

Visual Systems, Inc.

Memory Book Acquisition LLC

Rock Creek Athletics, Inc.

Visant Holding Corp.

## Schedule II

### I. U.S. Trademark Registrations and Applications

See attached.

### II. Exclusive Trademark Licenses

None.



## I. U.S. TRADEMARK REGISTRATIONS AND APPLICATIONS

Country	Mark Name	Registration Number	Application Number	Owner
United States	MAGNISCENT	3,763,581	77/048,453	AKI, Inc.
United States	ACTISEAL	2,952,142	76/274,365	AKI, Inc.
United States	ARCADE	2,078,154	75/976,095	AKI, Inc.
United States	ARCADE	1,928,276	74/598,794	AKI, Inc.
United States	AROMAWINDOW	3,049,146	78/440,999	AKI, Inc.
United States	COLOR PRELUDE	1,649,216	73/768,253	AKI, Inc.
United States	BEAUTIDUET	2,989,953	76/389,260	AKI, Inc.
United States	BEAUTIPAK	2,989,952	76/389,259	AKI, Inc.
United States	BEAUTISEAL	2,291,333	75/223,162	AKI, Inc.
United States	BEAUTITOUCH	2,594,951	75/801,799	AKI, Inc.
United States	DISCOVER	1,930,422	74/368,319	AKI, Inc.
United States	KISS-A-PEEL	3146305	78/378,865	AKI, Inc.
United States	LIPSEAL	2,468,163	75/530,810	AKI, Inc.
United States	LIQI-SEAL	2,300,214	75/077,920	AKI, Inc.
United States	LIQUATOUCH	2,290,443	75/304,811	AKI, Inc.
United States	MICROFRAGRANCE	913,585	72/364,199	AKI, Inc.
United States	POWDATOUCH	2,289,332	75/318,614	AKI, Inc.
United States	SCENT-SATIONAL	1,487,113	73/634,908	AKI, Inc.
United States	SCENT SEAL	1,849,234	74/161,517	AKI, Inc.
United States	SCENTSTRIP	1,257,538	364,064	AKI, Inc.
United States	SELECTASHADE	2,780,432	76/389,262	AKI, Inc.
United States	SHADESEAL	2,263,695	75/385,865	AKI, Inc.
United States	SMELL THE TASTE	2,221,966	75/223,180	AKI, Inc.
United States	CLEAR TOUCH		77/575,546	AKI, Inc.
United States	SCENTALKER		77/864,264	AKI, Inc.
United States	BEAUTIPOD		77/864,701	AKI, Inc.
United States	SCENTFX		77/946,858	AKI, Inc.
United States	PHOENIX COLOR CORP.	3,608,473	77/550,807	Phoenix Color Corp.
United States	LEHIGH PHOENIX	3,732,342	77/552,081	Phoenix Color Corp. & The Lehigh Press, Inc.
United States	LEHIGH PHOENIX & Design	3,734,942	77/554,161	Phoenix Color Corp. & The Lehigh Press, Inc.
United States	INTERACTIVE ILLUSION	2,954,154	76/484,882	Phoenix Color Corp.
United States	LITHOFOIL	2,785,921	76/464,092	Phoenix Color Corp.
United States	VIBRAMOTION	2,964,496	76/484,874	Phoenix Color Corp.
United States	YES! IS THE ANSWER. WHAT IS THE QUESTION?	2,316,059	75/582,677	Phoenix Color Corp.
United States	YES! IS THE ANSWER. WHAT IS THE QUESTION? AND DESIGN	2,309,062	75/582,676	Phoenix Color Corp.
United States	PHOENIX COLORNET AND DESIGN	2,138,992	75/256,214	Phoenix Color Corp.
United States	LEHIGH PRESS COLORTRONICS	1,382,791	73/511,772	The Lehigh Press, Inc.

Country	Mark Name	Registration Number	Application Number	Owner
United States	LEHIGH PRESS LITHOGRAPHERS	1,555,268	73/764,538	The Lehigh Press, Inc.
United States	THE LEHIGH PRESS, INC.	2,079,244	75/147,312	The Lehigh Press, Inc.
United States	LP (SCRIPT IMAGE)	1,454,684	73/589,657	The Lehigh Press, Inc.
United States	DECOGRAM	1,699,651	74/201,004	The Lehigh Press, Inc.
United States	LEHIFI	2,195,514	75/335,819	The Lehigh Press, Inc.
United States	PRESSMATTE	2,691,483	76/178,414	The Lehigh Press, Inc.
United States	LEHIGH DIRECT	2,771,357	76/465,416	The Lehigh Press, Inc.
United States	INSERTIA	1,841,475	74/332,059	The Lehigh Press, Inc.
United States	LEHIGH DIRECT MAILTRAK	2,771,356	76/465,415	The Lehigh Press, Inc.
United States	PROCARD	2,993,731	76/567,585	The Lehigh Press, Inc.
United States	DIRECT2PRINT DIGITAL SYSTEM BECAUSE IT'S A DIGITAL WORLD	2,426,365	75/757,948	Visual Systems, Inc.
United States	BASEONE	3,011,905	76/597,108	Visual Systems, Inc.
United States	VARICHROME	3,071,420	76/484,805	Visual Systems, Inc.
United States	INNOVATION. COVER TO COVER.	3,104,535	76/629,330	Visual Systems, Inc.
United States	NEFF	1,040,949	73/058,271	Neff Motivation, Inc.
United States	RIM POINT	2,521,651	75/797,474	Neff Motivation, Inc.
United States	LEADER	2,523,932	75/707,0003	Neff Motivation, Inc.
United States	VISANT MARKETING SERVICES	3,716,218	77/474,203	Visant Holding Corporation
United States	V VISANT MARKETING SERVICES & design	3,716,222	77/475,816	Visant Holding Corporation
United States	V Visant	3,786,219	78/557,733	Visant Holding Corp.
United States	V Visant		77/941,463	Visant Holding Corp.
United States	MEMORY BOOK COMPANY	2,988,519	76/559,385	Memory Book Acquisition LLC
United States	MERIDIAN	2,398,609	75/624,028	Memory Book Acquisition LLC
United States	MEMORY BOOK COMPANY	1,813,984	74/291,360	Memory Book Acquisition LLC
United States	DUCKSTER	2,086,751	74/619,815	Rock Creek Athletics, Inc.
United States	QUICK PICS	2,410,011	56/608,20	Rock Creek Athletics, Inc.

Country	Mark Name	Registration Number	Application Number	Owner
United States	DeLONG USA & Design	1,658,286	74/120,098	Rock Creek Athletics, Inc.
United States	SPANJIAN & Design	1,263,697	73/393,954	Rock Creek Athletics, Inc.
United States	DE LONG	1,185,868	73/211,751	Rock Creek Athletics, Inc.
United States	DELONG & Design	1,509,268	73/677,662	Rock Creek Athletics, Inc.
United States	TEAMWORKS & Design	1,375,864	73/437,961	Rock Creek Athletics, Inc.
United States	TEAMWORKS	1,379,228	73/437,969	Rock Creek Athletics, Inc.
United States	ACHIEVER	3097345	78/362,167	Jostens, Inc.
United States	AMBER XT		77/940,226	Jostens, Inc.
United States	AMERICA'S CLASS RING	1,413,282	73/467042	Jostens, Inc.
United States	BEYOND WORDS	3,470,193	77/042,881	Jostens, Inc.
United States	C2G	3,743,981	77/692,618	Jostens, Inc.
United States	CHAMPIONS OF THE COMMUNITY	2,859,386	76/405,859	Jostens, Inc.
United States	COMMITMENT TO GRADUATE	3,743,980	77/692,604	Jostens, Inc.
United States	CONNECTED FOR LIFE	3,271,416	77/048,355	Jostens, Inc.
United States	DESIGN-A-SIDES	2983066	78/362,438	Jostens, Inc.
United States	Diamond J Design	0,323,479	71/355,839	Jostens, Inc.
United States	DUALCAST	3,425,651	77/192,037	Jostens, Inc.
United States	ELEMENTS COLLECTION		77/801,271	
United States	ELEMENTS COLLECTION		77/801,263	Jostens, Inc.
United States	ELEMENTS COLLECTION		77/801,289	Jostens, Inc.
United States	ELEMENTS COLLECTION		77/801,295	Jostens, Inc.
United States	EVERYTHING BUT THE DEGREE	3,271,415	77/048,352	Jostens, Inc.
United States	FIRERAY	2,919,163	78/362,422	Jostens, Inc.
United States	FLASHBAX	3,116,262	78/538,517	Jostens, Inc.
United States	GATEWAY TO GRADUATION		77/938,917	Jostens, Inc.
United States	GLOWTOUCH	2,411,149	75/520,703	Jostens, Inc.
United States	GOLD LANCE	2,672,014	76/383,149	Jostens, Inc.
United States	GOLD LANCE GL	2,822,169	76/383,148	Jostens, Inc.
United States	GRAD CENTRAL		77/679,290	Jostens, Inc.
United States	GRAD FINALE	2,740,442	78/138,463	
United States	GRAD TRACK	2,949,632	78/147,996	Jostens, Inc.
United States	GRADUATION CENTRAL		77/679,274	Jostens, Inc.
United States	HEAR THE YEAR	2,307,190	75/520,704	Jostens, Inc.
United States	HERITAGE	2,920,922	78/362,160	Jostens, Inc.
United States	HOME	2,683,503	76/405,858	Jostens, Inc.
United States	HOME ORDERING MADE EASY	2,822,778	76/507,792	Jostens, Inc.
United States	IMAGE SCAN BY JOSTENS	3,620,179	77/301,890	Jostens, Inc.
United States	IT PAYS	2,490,716	76/140,688	Jostens, Inc.
United States	JOSTENS	0,504,577	71/529,468	Jostens, Inc.
United States	JOSTENS & Design	2,381,423	75/820,874	Jostens, Inc.
United States	JOSTENS & Design	2,965,650	76/520,893	Jostens, Inc.

Country	Mark Name	Registration Number	Application Number	Owner
United States	JOSTENS & Design	2,406,471	75/912,441	Jostens, Inc.
United States	JOSTENS DIRECT SOLUTIONS	3,846,986	77/655,566	Jostens, Inc.
United States	JOSTENS NETLINE	2,613,151	75/885,877	Jostens, Inc.
United States	JOSTENS RENAISSANCE & Design	2,430,809	75/696,590	Jostens, Inc.
United States	LAZON	3,225,192	78/922,961	Jostens, Inc.
United States	LUSTRIUM	3,001,061	78/362,246	
United States	MEMORIES DIRECT ONLINE & Design	2,947,362	76/532,736	Jostens, Inc.
United States	MEMORY EXPRESS	2,043,451	75/080,647	Jostens, Inc.
United States	MILESTONES	3,115,601	76/429,901	Jostens, Inc.
United States	NUANCE	2,920,923	78/362,253	Jostens, Inc.
United States	OUR HUBBUB (and Design)	3,517,219	77/130,218	Jostens, Inc.
United States	PERSONAL YEARBOOK PAGES		85/035,159	Jostens, Inc.
United States	PROMINENCE	3,075,595	78/362,229	Jostens, Inc.
United States	QUADRA	3,108,621	78/362,427	Jostens, Inc.
United States	RENAISSANCE	2,332,698	75/696,511	Jostens, Inc.
United States	RUC2G?	3,786,783	77/692,672	Jostens, Inc.
United States	SCHOOL ANNUAL YEAR IN A FLASH DVD	3,167,931	78/699,701	Jostens, Inc.
United States	SEASON PASS		85/096,986	Jostens, Inc.
United States	SEgni	3,648,065	77/124,212	Jostens, Inc.
United States	SEN10RS		77/722,044	Jostens, Inc.
United States	SESSIONS	3,076,093	78/528,128	Jostens, Inc.
United States	SHEER ICE	3,458,112	78/934,144	Jostens, Inc.
United States	SIGNATURE	2,987,365	78/362,177	Jostens, Inc.
United States	SILVER ELITE	3,200,283	78/138,235	Jostens, Inc.
United States	SILVERXT	3,312,409	78/922,939	Jostens, Inc.
United States	STATUS TASSEL	3,030,197	78/307,123	Jostens, Inc.
United States	TEACHTECH	3,271,188	77/014,475	Jostens, Inc.
United States	THE ONES TO REMEMBER		77/927,163	Jostens, Inc.
United States	THE PRIDE FACTOR	3,254,620	77/027,840	Jostens, Inc.
United States	TRADEWINDS	1,929,842	74/592,875	Jostens, Inc.
United States	VANGUARD		85/010,407	Jostens, Inc.
United States	VANGUARD Ring Design	3,324,356	78/909,332	Jostens, Inc.
United States	VISTA	3,596,683	78/899,599	Jostens, Inc.
United States	VOICE	3,075,594	78/362,173	Jostens, Inc.
United States	WHAT'S UP	2,685,513	76/244,753	Jostens, Inc.
United States	WORLD BEAT	2,015,074	74/693,377	Jostens, Inc.
United States	WRITE NOW!	2,493,508	75/901,991	Jostens, Inc.
United States	YEARBOOK AVENUE	3,185,606	78/542,027	Jostens, Inc.
United States	YEARBOOK HOME DIRECT		77/913,110	Jostens, Inc.
United States	YEARBOOK THIS	3,834,308	77/893,762	Jostens, Inc.
United States	YEARBOOK YOURSELF	3,757,427	77/791,579	Jostens, Inc.
United States	YEARBOOK YOURSELF		77/954,846	Jostens, Inc.
United States	YEARBOOK YOURSELF		77/954,840	Jostens, Inc.
United States	YOURUSTORY	3,674,639	78/959,213	Jostens, Inc.