

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
AmeriComm Direct Marketing, Inc.		01/05/2000	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Label Art, Inc.		
Street Address:	1102 Jefferson Street		
City:	Algoma		
State/Country:	WISCONSIN		
Postal Code:	54201		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1138370	LABEL ART	
Registration Number:	2055474	QUALITY YOU CAN STICK WITH	
CORRESPONDENCE DATA			
Fax Number:	(414)298-8097		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4142981000		
Email:	tadmin@reinhartlaw.com		
Correspondent Name:	Michele Dietz		
Address Line 1:	1000 North Water Street		
Address Line 2:	Suite 1800		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	10419 & 10416		
NAME OF SUBMITTER:	Michele Dietz		
Signature:	/MLD/		

CH \$65.00 1138370

Date:

03/11/2011

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

ASSIGNMENT OF TRADEMARKS (this "Assignment"), dated as of February 9, 2001, by and between AmeriComm Direct Marketing, Inc., a Delaware corporation (the "Assignor"), and Label Art, Inc., a Wisconsin corporation (the "Assignee"). Capitalized terms used herein and not otherwise defined shall have the meanings ascribed to such terms in the Asset Purchase Agreement (as defined below).

WHEREAS, Assignor and Assignee have entered into that certain Asset Purchase Agreement (the "Asset Purchase Agreement"), dated as of January 5, 2000, pursuant to which Assignor has agreed to sell, assign and transfer to Assignee, and Assignee has agreed to purchase, acquire and assume from Assignor, all right, title and interest of Assignor in and to all Assets and Assumed Liabilities; and

WHEREAS, Assignor is the owner of the trademarks, trademark applications, and trademark registrations listed on Schedule A attached hereto (the "Trademarks"), and made a part hereof; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, grant, assign, convey and transfer unto Assignee or its designees, all of Assignor's right, title, and interest in and to the Trademarks, together with the goodwill of the business connected with the use of, and symbolized by, such Trademarks.

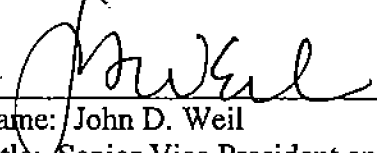
This Assignment is in accordance with and subject to all of the representations, warranties, covenants, exclusions and indemnities set forth in the Asset Purchase Agreement, all of which are incorporated herein by reference. To the extent that any provision of this Assignment conflicts or is inconsistent with the terms of the Asset Purchase Agreement, the terms of the Asset Purchase Agreement shall control.

Assignor agrees that it shall execute all further documents reasonably necessary to perfect Assignee's title to the Trademarks.

[signature page follows]

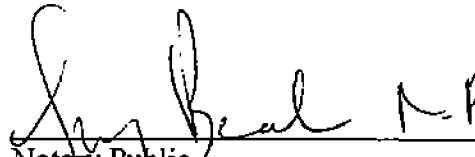
IN WITNESS WHEREOF, Assignor has caused this assignment to be duly executed as of the date and year first written above.

AMERICOMM DIRECT MARKETING, INC.

By: 
Name: John D. Weil
Title: Senior Vice President and Chief
Financial Officer

STATE OF NEW YORK)
) ss.:
COUNTY OF NEW YORK)

On this 7th day of February, 2001, before me came John Weil, to me known to be the individual described in and who executed the foregoing instrument, and duly acknowledged that he executed the same.


Notary Public

GEORGIA BEACH
NOTARY PUBLIC, State of New York
No. 31-4907368
Qualified in New York County
Commission Expires Sept. 28, 2001

Schedule A

Trademarks

Trademark	Reg. No.	Reg. Date	
A/L Systems	2,069,222	June 10, 1997	
AL and Design	2,050,998	April 8, 1997	
Info/Print	1,711,630	September 1, 1992	
Label Art	1,138,370	August 5, 1980	
Label Launch	2,130,273	January 20, 1998	
Quality You Can Stick With	2,055,474	April 22, 1997	
The Label Line	1,149,381	March 24, 1981	
The Force	1,634,060	February 5, 1991	
Thrifty Swifty	1,296,136	September 18, 1984	
We're Sprinters for Printers	2,120,733	December 16, 1997	
The label line	TX 754-232	1981	Copyright
The Label Line	Ser. No. 76-009628*		

* Registration is pending.

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