

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Deluxe Small Business Sales Inc.		01/31/2009	CORPORATION: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Russell Miller Acquisition Inc.		
<b>Street Address:</b>	10425 Slusher Dr.		
<b>City:</b>	Santa Fe Springs		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90670		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3045877	VALU DISPLAY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)265-4499		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Email:</b>	aebutler@aebutlerlegal.com		
<b>Correspondent Name:</b>	Allison E. Butler		
<b>Address Line 1:</b>	609 Deep Valley Dr., Suite 200		
<b>Address Line 4:</b>	Santa Fe Springs, CALIFORNIA 90274		
<b>NAME OF SUBMITTER:</b>	Allison E. Butler		
<b>Signature:</b>	/Allison E. Butler/		
<b>Date:</b>	04/01/2011		
<b>Total Attachments: 3</b>			
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OP \$40.00 3045877

## 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.

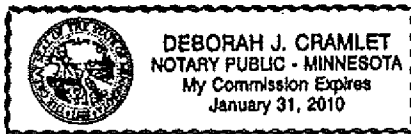
By: David J. Graff  
Its: Executive Director of Corporate Development

STATE OF Minnesota )

COUNTY OF Ramsey )

On this 31<sup>st</sup> 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:**

<u>Mark</u>	<u>Country</u>	<u>Registration Number</u>
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:**

<u>Mark</u>	<u>Country</u>	<u>Application Number</u>
OTS Security (and design)	US	77/069,686
Sale!Signs	CA	1250334
Sale!Signs (and design)	CA	1251014

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