

**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>
Banker's Dashboard, LLC		04/05/2011	CORPORATION: GEORGIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Deluxe Business Operations, Inc.		
<b>Street Address:</b>	3680 Victoria Street North		
<b>City:</b>	Shoreview		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55126		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3236291	BANKER'S DASHBOARD	
<b>Registration Number:</b>	3236292	BANKER'SDASHBOARD	
<b>Registration Number:</b>	3024547	BANKER'S DASHBOARD	
<b>Registration Number:</b>	3158242	WORKS THE WAY A BANKER THINKS.	
<b>Registration Number:</b>	3590853	THINKBANK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(978)449-3018		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	978.449.3348		
<b>Email:</b>	heather.labrecque@deluxe.com		
<b>Correspondent Name:</b>	Heather B. LaBrecque		
<b>Address Line 1:</b>	500 Main Street		
<b>Address Line 2:</b>	Deluxe Corporation		
<b>Address Line 4:</b>	Groton, MASSACHUSETTS 01471		
<b>ATTORNEY DOCKET NUMBER:</b>	ASSIGN BD TO DBO 5 MARKS		

CH \$140.00 3236291

**900188693**

**TRADEMARK**  
**REEL: 004517 FRAME: 0374**

NAME OF SUBMITTER:	Heather B. LaBrecque, Esq.
Signature:	/hlabrecque/
Date:	04/07/2011
<b>Total Attachments: 5</b> source=BD Trademark Assignment (BD to DBO)#page1.tif source=BD Trademark Assignment (BD to DBO)#page2.tif source=BD Trademark Assignment (BD to DBO)#page3.tif source=BD Trademark Assignment (BD to DBO)#page4.tif source=BD Trademark Assignment (BD to DBO)#page5.tif	

## TRADEMARK ASSIGNMENT

April 5, 2011

WHEREAS, Banker's Dashboard, LLC, a Georgia limited liability company (the "Assignor"), is the owner of certain trademarks (collectively, the "Marks") listed on Exhibit A attached hereto; and

WHEREAS, Deluxe Business Operations, Inc., a Delaware corporation (the "Assignee") and the Assignor are parties an Asset Purchase Agreement (the "Purchase Agreement") pursuant to which Assignee will acquire the Marks; and

WHEREAS, Assignee is a successor to the business of Assignor that utilizes the Marks, which business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged:

1. Assignor hereby assigns to Assignee all of its right, title and interest in and to such Marks listed on Exhibit A, including all registrations and applications to register the Marks, together with the goodwill of the businesses connected with the use of and symbolized by the Marks.
2. Assignee accepts assignment of the Marks.
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.
4. This Assignment and all the terms hereof shall inure to the benefit of and be binding upon the parties hereto and their respective successors, assigns and legal representatives.
5. This Assignment is made subject to all of the remedies and indemnification provisions set forth in and contemplated by the Purchase Agreement. This Agreement is intended to complement and further evidence the terms and provisions of the Purchase Agreement and does not supersede or amend the Purchase Agreement in any respect. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern. For the avoidance of doubt, each of Assignor and Assignee agree that all remedies for a breach hereof shall be addressed under the provisions of the Purchase Agreement.
6. This Assignment will be construed under and governed by the laws of the State of Minnesota.

7. This Assignment may be executed in any number of counterparts, including by way of facsimile or Portable Document Format, each of which will be deemed an original and all of which will constitute one agreement.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed effective as of the date first set forth above.

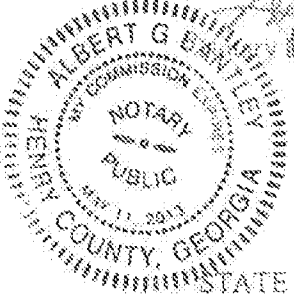
ASSIGNOR:

BANKER'S DASHBOARD, LLC

By: [Signature]  
Its: CTO

STATE OF Georgia)  
  )ss:  
COUNTY OF Henry)

On this 4th day of April 2011, personally appeared Trey Conley to me known and known to be the CTO of Banker's Dashboard, LLC, a Georgia limited liability company, and acknowledged that he executed the foregoing Assignment on behalf of said company pursuant to authority duly received.



[Signature]  
Notary Public

ASSIGNEE:

DELUXE BUSINESS OPERATIONS, INC.

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

STATE OF \_\_\_\_\_ )  
  )ss:  
COUNTY OF \_\_\_\_\_ )

On this \_\_\_\_\_ day of April 2011, personally appeared \_\_\_\_\_ to me known and known to be the \_\_\_\_\_ of Deluxe Business Operations, Inc., a Delaware corporation, and acknowledged that he executed the foregoing Assignment on behalf of said corporation pursuant to authority duly received.

Notary Public \_\_\_\_\_

[Signature Page to Trademark Assignment]

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed effective as of the date first set forth above.

ASSIGNOR:

BANKER'S DASHBOARD, LLC

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

STATE OF \_\_\_\_\_ )  
  )ss:  
COUNTY OF \_\_\_\_\_ )

On this \_\_\_\_\_ day of April, 2011, personally appeared \_\_\_\_\_, to me known and known to be the \_\_\_\_\_ of Banker's Dashboard, LLC, a Georgia limited liability company, and acknowledged that he executed the foregoing Assignment on behalf of said corporation pursuant to authority duly received.

\_\_\_\_\_  
Notary Public

ASSIGNEE:

DELUXE BUSINESS OPERATIONS, INC.

By: [Signature]  
Its: Vice President + Treasurer

STATE OF MINNESOTA )  
  )ss:  
COUNTY OF RAMSEY )

On this 9th day of April 2011, personally appeared Tom Peterson to me known and known to be the VP + Treasurer of Deluxe Business Operations, Inc., a Delaware corporation, and acknowledged that he executed the foregoing Assignment on behalf of said corporation pursuant to authority duly received.

[Signature]  
Notary Public



[Signature Page to Trademark Assignment]

## EXHIBIT A

### Trademarks

- BANKER'S DASHBOARD, Reg. No. 3,236,291, Registered May 1, 2007 in the United States.
- Banker's Dashboard (logo), Reg. No. 3,236,292, Registered May 1, 2007 in the United States.
- Works the way a banker thinks, Reg. No. 3,158,242, Registered October 17, 2006 in the United States.
- ThinkBank, Reg. No. 3,590,853, Registered March 17, 2009 in the United States
- BANKER'S DASHBOARD (logo), Regn. No. 3,024,547, Registered December 6, 2005 in the United States.