

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Herff Jones, Inc. | | 05/02/2011 | CORPORATION: INDIANA |
| RECEIVING PARTY DATA | | | |
| Name: | Lifetouch Inc. | | |
| Street Address: | 11000 Viking Drive, 400 West | | |
| City: | Eden Prairie | | |
| State/Country: | MINNESOTA | | |
| Postal Code: | 55344 | | |
| Entity Type: | CORPORATION: MINNESOTA | | |
| PROPERTY NUMBERS Total: 5 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2438204 | DAVOR | |
| Registration Number: | 2923273 | DELMAR | |
| Registration Number: | 2837308 | EZPORTRAITS | |
| Registration Number: | 2093760 | IMAGE PAK | |
| Registration Number: | 2659702 | IMAGINE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (612)766-1600 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 6127667348 | | |
| Email: | smeyer@faegre.com | | |
| Correspondent Name: | Sue Meyer, Faegre & Benson | | |
| Address Line 1: | 90 South Seventh Street | | |
| Address Line 2: | 2200 Wells Fargo Center | | |
| Address Line 4: | Minneapolis, MINNESOTA 55402-3901 | | |
| ATTORNEY DOCKET NUMBER: | 23876-364944 | | |

OP \$140.00 2438204

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|--|-------------|
| NAME OF SUBMITTER: | Sue Meyer |
| Signature: | /Sue Meyer/ |
| Date: | 05/04/2011 |
| Total Attachments: 2 source=20110502 HJ US Trademark Assignment#page1.tif source=20110502 HJ US Trademark Assignment#page2.tif | |

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made by and between Herff Jones, Inc., a corporation organized under the laws of the State of Indiana, having its principal offices at 4501 West 62nd Street, Indianapolis, Indiana 46268 (hereinafter referred to as Assignor) and Lifetouch Inc., a Minnesota corporation, having its principal office at 11000 Viking Drive, 400 West, Eden Prairie, Minnesota 55344 (hereinafter referred to as Assignee).

WHEREAS Assignor, is the sole owner of the entire right, title and interest in the United States trademarks listed in Schedule A below for the goods identified therein (the "Marks");

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Marks together with the goodwill of the business symbolized by the Marks; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee all right, title and interest in and to the Marks, including any registrations or applications for registration therefore, together with that part of the goodwill of the business associated with the use of and symbolized by the Marks.

IN WITNESS WHEREOF, Assignor has executed and delivered this instrument as of this 2nd day of May, 2011.

ASSIGNOR

Herff Jones, Inc.

By: Michael S. Barrett
Name: MICHAEL S. BARRETT
Title: VP - CFO

State of Indiana)
County of Marion) SS:

On this 2nd day of May, 2011, before me personally appeared Michael S. Barrett, to me known to be the person named in and who executed the above instrument, and acknowledged to me that he/she executed the same for the uses and purposes therein set forth.

{seal}

Notary Public Laura K. Purvis

My commission expires: 8-25-16

Schedule A

| Trademark | Registration Number | Filing Date | Registration Date |
|--------------------|---------------------|-------------|-------------------|
| DAVOR | 2438204 | 30-Sep-1999 | 27-Mar-2001 |
| DELMAR | 2923273 | 02-Feb-2004 | 01-Feb-2005 |
| EZPORTRAITS | 2837308 | 08-Aug-2002 | 27-Apr-2004 |
| IMAGE PAK | 2093760 | 12-Dec-1994 | 02-Sep-1997 |
| IMAGINE and Design | 2659702 | 11-Feb-2002 | 10-Dec-2002 |