

**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>
PS Print, LLC		07/01/2011	CORPORATION: DELAWARE
<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: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78295433	PSPRINT	
<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, Esq.		
<b>Address Line 1:</b>	Deluxe Corporation		
<b>Address Line 2:</b>	500 Main Street		
<b>Address Line 4:</b>	Groton, MASSACHUSETTS 01471		
<b>ATTORNEY DOCKET NUMBER:</b>	('433) PSP TO DBO		
<b>NAME OF SUBMITTER:</b>	Heather B. LaBrecque		
<b>Signature:</b>	/hlabrecque/		
<b>Date:</b>	07/12/2011		

CH \$40.00 78295433

**Total Attachments: 5**

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## TRADEMARK ASSIGNMENT

July 1, 2011

A. PS Print, LLC, a Delaware limited liability company (“Assignor”), is the owner of certain trademarks (collectively, the “Marks”) listed on Exhibit A attached hereto;

B. Deluxe Business Operations, Inc., a Delaware corporation (“Assignee”) and Assignor are parties an Asset Purchase Agreement (the “Purchase Agreement”) pursuant to which Assignee is acquiring the Marks; and

C. Assignee, as the acquirer of the Marks and related assets of the Assignor’s businesses, pursuant to the Purchase Agreement, is the successor to the business of Assignor that utilizes the Marks, which business is on going and existing.

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

1. Assignment. 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 businesses connected with the use of and symbolized by the Marks.

2. Acceptance. Assignee accepts assignment of the Marks.

3. Miscellaneous.

(a) 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.

(b) This Assignment is made subject to all of the representations, warranties, and all other provisions set forth in the Purchase Agreement. This Agreement does not supersede or amend the Purchase Agreement in any respect. In the event of any conflict or inconsistency between the Purchase Agreement and this Assignment, 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.

(c) This Assignment will be construed under and governed by the laws of the State of Minnesota.

(d) 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:**

PS PRINT, LLC

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

*[Handwritten signature]*

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

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

*See attached acknowledgment form PK 07.01.11*

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

**ASSIGNEE:**

DELUXE BUSINESS OPERATIONS, INC.

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

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

On this \_\_\_\_\_ day of \_\_\_\_\_ 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]*



CALIFORNIA ALL-PURPOSE ACKNOWLEDGEMENT

STATE OF California 155

COUNTY OF San Francisco

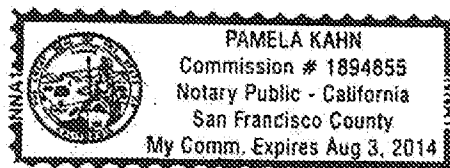
On 07-01-2011 before me, Pamela KAHN, Notary Public, personally appeared Frank Young

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Pamela Kahn



This area for official notarial seal.

OPTIONAL SECTION CAPACITY CLAIMED BY SIGNER

Though statute does not require the Notary to fill in the data below, doing so may prove invaluable to persons relying on the documents.

- Individual, Corporate Officer(s), Partner(s), Attorney-in-fact, Trustee(s), Guardian/conservator, Other

SIGNER IS REPRESENTING:

Name of Person or Entity

Name of Person or Entity

OPTIONAL SECTION

Though the data requested here is not required by law, it could prevent fraudulent reattachment of this form.

THIS CERTIFICATE MUST BE ATTACHED TO THE DOCUMENT DESCRIBED BELOW

TITLE OR TYPE OF DOCUMENT:

TRADEMARK ASSIGNMENT

NUMBER OF PAGES

DATE OF DOCUMENT

SIGNER(S) OTHER THAN NAMED ABOVE

**EXHIBIT A**

**Trademarks**

PSPRINT, Serial Number 78295433, Registered June 21, 2005 in the United States

DOCS-#3472875-v1