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
Digital Media Holdings, LLC		02/12/2010	LIMITED LIABILITY COMPANY: ILLINOIS

RECEIVING PARTY DATA

Name:	Deluxe Illinois Inc.
Street Address:	3363 Commercial Avenue
City:	Northbrook
State/Country:	ILLINOIS
Postal Code:	60062-1908
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	3585396	STOCK MEDIARECALL
Registration Number:	3585386	DONE!
Registration Number:	3585325	MEDIARECALL
Registration Number:	3500941	MEDIARECALL

OP $115.00 3585396

CORRESPONDENCE DATA

Fax Number: 2026002261

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (202) 600-2270
Email: aspivak@mosaiclegalgroup.com
Correspondent Name: Andrew Spivak c/o Mosaic Legal Group
Address Line 1: 5185 MacArthur Boulevard, NW, Suite 350
Address Line 4: Washington, DISTRICT OF COLUMBIA 20016-3341

NAME OF SUBMITTER:	Andrew N. Spivak

Signature:	/Andrew N. Spivak/
Date:	10/24/2013

Total Attachments: 4
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ASSIGNMENT OF MARKS

THIS ASSIGNMENT OF MARKS (this "Assignment") is dated as of February 12, 2010 (the "Effective Date"), by Digital Media Holdings, LLC (f/k/a MediaRecall Holdings, LLC), an Illinois limited liability company ("Assignor"), to Deluxe Illinois Inc., a Delaware corporation ("Assignee").

RECITALS

WHEREAS, pursuant to that certain Asset Purchase Agreement (the "Asset Purchase Agreement"), dated as of February 12, 2010, by and among Assignor, Assignee and George Deeb, Robin Rutledge, Jay Blomquist, Ryan Kirch, Scott Smith, William Smith and Allan Resnick, Assignor desires to assign to Assignee all of Assignor's right, title and interest in and to, and goodwill of the business associated with, the Marks (as defined hereinafter).

AGREEMENT

NOW, THEREFORE, for good and valuable consideration (including that consideration recited in the Asset Purchase Agreement), the receipt and adequacy of which are hereby acknowledged, subject to the terms and conditions set forth in the Asset Purchase Agreement, Assignor agrees as follows:

1. Assignment. Assignor does hereby assign, transfer and convey to Assignee, all of Assignor's right, title and interest in and to, and goodwill of the business associated with, the following:

a. The trademarks and service marks listed on the attached Schedule A (the "Marks");

b. Any and all other rights, privileges and priorities of Assignor provided under United States, state or foreign law with respect to the foregoing Marks, including, without limitation, common-law rights and rights under the laws of unfair competition ("Related Rights");

c. Any and all rights of Assignor to sue at law or in equity for any infringement, unlawful imitation, impairment, distortion, dilution or other unauthorized use or conduct in derogation of the Marks and Related Rights occurring after the Effective Date, including the right to receive all proceeds and damages therefrom; and

d. Any and all rights to obtain renewals of registrations or other legal protections pertaining to the Marks and Related Rights.

2. Governing Law. This Assignment shall be governed by, and construed and enforced in accordance with, the laws of the state of California other than conflict of laws principles thereof. Courts within the state of California (located within Los Angeles County) will have exclusive jurisdiction over all disputes arising out of or relating to this Assignment. The Assignor hereby consents to and agrees to submit to the exclusive jurisdiction of such

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courts, and waives, and agrees not to assert in any such dispute, to the fullest extent permitted by applicable law, any claim that (a) Assignor is not personally subject to the jurisdiction of such courts, (b) Assignor and Assignor's property is immune from any legal process issued by such courts or (c) any litigation commenced in such courts is brought in an inconvenient forum.

3. Effectiveness. This Assignment may be executed in one or more counterparts and by a facsimile or digital image containing the signature of an authorized person, each of which shall be deemed and accepted as an original, and all of which together shall constitute a single instrument. Each party represents and warrants that the person executing on behalf of such party has been duly authorized to execute this Assignment.

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IN WITNESS WHEREOF, the undersigned has caused this Assignment of Marks to be duly executed and delivered as of the date first above written.

DIGITAL MEDIA HOLDINGS, LLC
(F/K/A MEDIARECALL HOLDINGS, LLC)

By: _____

Name: GEORGE M. DEEB

Title: CEO/ MANAGER

STATE OF ILLINOIS)
)
COUNTY OF COOK)

The forgoing instrument was acknowledged before me this 12th day of February, 2010.

OFFICIAL SEAL
JEREMY WAITZMAN
Notary Public - State of Illinois
My Commission Expires Sep 02, 2012

_____
Notary Public

Signature Page to Assignment of Marks

Schedule A

Marks

Mark	Record Owner	Jurisdiction	Registration/Application No.
MediaRecall (and Design): MediaRecall	MediaRecall Holdings, LLC	United States	Reg. No. 3,585,325 Application No. 77/258,365 Registration Date: March 10, 2009
STOCK MEDIARECALL	MediaRecall Holdings, LLC	United States	Reg. No. 3,585,396 Application No.77/317,241 Registration Date: March 10, 2009
DONE!	MediaRecall Holdings, LLC	United States	Reg. No. 3,585,386 Application No. 77/312,919 Registration Date: March 10, 2009
MEDIARECALL	MediaRecall Holdings, LLC	United States	Reg. No. 3,500,941 – Application No. 77/258,263 Registration Date: September 16, 2008
MEDIARECALL	MediaRecall Holdings, LLC	European Community	Reg. No. 006660451 Application No. 006660451 Registration Date: February 13, 2009