

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Articles of Conversion

<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Deluxe Enterprise Operations, Inc.		01/01/2014	CORPORATION: MINNESOTA

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Deluxe Enterprise Operations, LLC
<b>Street Address:</b>	380 Jackson Street
<b>Internal Address:</b>	Suite 700
<b>City:</b>	St. Paul
<b>State/Country:</b>	MINNESOTA
<b>Postal Code:</b>	55101-2966
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MINNESOTA

PROPERTY NUMBERS Total: 130

Property Type	Number	Word Mark
Registration Number:	3108808	AD IDEAS
Registration Number:	3144601	ADAPTAFORM
Registration Number:	2212062	ASH
Registration Number:	2694902	BAGS & BOWS
Registration Number:	3153072	BAGS & BOWS EXCLUSIVE
Registration Number:	3147796	BAGS & BOWS THE PREMIER SOURCE FOR RETAI
Registration Number:	3236292	BANKER'SDASHBOARD
Registration Number:	3236291	BANKER'S DASHBOARD
Registration Number:	3024547	BANKER'S DASHBOARD
Registration Number:	0548199	BILLVELOPES
Registration Number:	3943350	BRANDBUCKS
Registration Number:	4083511	BRANDTEGRITY
Registration Number:	2417931	CHECKS UNLIMITED

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Registration Number:	2518249	CHECKS UNLIMITED
Registration Number:	3355908	CHECKS.COM
Registration Number:	4142015	CHECKSBYDELUXE.COM
Registration Number:	1278928	COMPRESS-A-TRAY
Registration Number:	2468869	CUSTOM SOLUTIONS
Registration Number:	3176756	CUSTOM SOLUTIONS
Registration Number:	3195093	CUSTOMERBACK
Registration Number:	3653344	D DELUXE CORP
Registration Number:	3708118	D DELUXE FOR BUSINESS
Registration Number:	1027358	DATA CHEK
Registration Number:	0812307	DATAPLAN
Registration Number:	1904406	DAYSCAN
Registration Number:	2348627	DELUXE
Registration Number:	3068124	DELUXE
Registration Number:	3068128	D DELUXE
Registration Number:	3108766	DELUXE BUSINESS ADVANTAGE
Registration Number:	3238844	DELUXE DETECT
Registration Number:	3393400	DELUXE FIRST IMPRESSIONS
Registration Number:	2940549	DELUXE ID THEFTBLOCK
Registration Number:	3337316	DELUXE LEAD
Registration Number:	3337315	DELUXE LOYALTY
Registration Number:	3262514	DELUXE ORDERPRO
Registration Number:	3403214	DELUXE TARGETONE
Registration Number:	3614992	DELUXEBUCKS
Registration Number:	3573230	DELUXECALLING
Registration Number:	2995057	DELUXECARD
Registration Number:	3065864	DELUXECARD IT'S JUST WHAT THEY WANT
Registration Number:	2938719	DELUXEPORT
Registration Number:	2938530	DELUXEPORT
Registration Number:	3141914	DELUXESELECT
Registration Number:	1853638	DESIGNER CHECKS
Registration Number:	1258514	DFS
Registration Number:	3262397	DIRECT CHECKS UNLIMITED
Registration Number:	2719025	DU-O-VUE
Registration Number:	1547300	EAS-E-BILL

	3871990	EASYCONTACT BY DELUXE
Registration Number:	0765508	EXCEL-PRINT
Registration Number:	2934290	EXPRESSIONS
Registration Number:	1404868	EXPRESSIONS
Registration Number:	1276967	EXTEND-A-TRAY
Serial Number:	78532644	EZ WRITER
Registration Number:	3860704	FORM MAGIC
Registration Number:	3078781	FOSSLER
Registration Number:	3163658	FRAUD BLOCKER
Registration Number:	3164610	FRAUD BLOCKER 000067894 12345678 0101
Registration Number:	3332714	GREAT DESIGNS, GREAT PRICE!
Registration Number:	0831065	HISTA FAX
Registration Number:	1323175	HISTACOUNT
Registration Number:	0578743	HISTACOUNT
Registration Number:	0529169	HISTACOUNT
Registration Number:	2467747	HOLIDAY EXPRESSIONS
Registration Number:	2402837	HOLIDAY EXPRESSIONS
Registration Number:	3597138	IDEABOOK
Registration Number:	3065862	IT'S JUST WHAT THEY WANT
Registration Number:	3034857	IT'S YOUR NAME. PROTECT IT.
Registration Number:	0841658	JETSET
Registration Number:	3024953	JOHNSONGROUP
Registration Number:	0832544	KEY-MASTER
Registration Number:	3308486	KIDS COUNT
Registration Number:	3364744	LASTING IMPRESSIONS...PERFECT EXPRESSION
Registration Number:	3564554	LOGOMOJO
Registration Number:	3337190	LOYALTY THROUGH EXPERIENCE
Registration Number:	1598575	MAIN STREET
Registration Number:	3939769	MAIN STREET COLLECTION
Registration Number:	3911643	MAKE YOUR BUSINESS CLICK
Registration Number:	4029501	MARKETJUICE
Registration Number:	4083502	MARKETSTART
Registration Number:	0699007	MC BEE
Registration Number:	2854264	MCBEE
Registration Number:	3116614	MCBEE

**TRADEMARK**

**REEL: 005217 FRAME: 0965**

	3167599	MCBEE SINCE 1906
Registration Number:	1342501	MINI-WRITER
Registration Number:	2426061	NEBS
Registration Number:	0783236	NEBS
Serial Number:	85503910	ORDERPOINT
Registration Number:	3102215	PARTNERUP
Registration Number:	1276966	PEGDATA
Registration Number:	1278927	PEGMANAGER
Registration Number:	1037444	PEGMASTER
Registration Number:	1278929	PEGMATIC
Registration Number:	3064818	PREMIER DFS DEALER PROGRAM
Registration Number:	3967343	PROVENT
Registration Number:	2963134	PSPRINT
Registration Number:	0822381	RAPIDFORMS
Registration Number:	0963643	RAPIDFORMS
Registration Number:	1635439	RAPIDMARKER
Registration Number:	4122283	REV
Registration Number:	2083183	SCAN-A-DAY
Registration Number:	0770351	SCAN-A-MONTH
Registration Number:	0767587	SCAN-A-WEEK
Registration Number:	2584245	SECUREMAIL
Registration Number:	4232300	SECUREMYID
Registration Number:	3045974	SHOWPIECE
Registration Number:	3337104	SIMPLE TRADITIONS
Registration Number:	3346197	SIMPLE TRADITIONS
Registration Number:	2913995	SMALL BIZ WORKERS' COMP
Registration Number:	3179270	STEPHEN FOSSLER COMPANY
Registration Number:	3164616	STEPHEN · FOSSLER COMPANY
Registration Number:	2520106	STYLED FOR THE WAY YOU WORK AND LIVE
Serial Number:	85333990	SWITCHAGENT
Registration Number:	1351639	SYCOM
Registration Number:	3692213	TAMPERGUARD PLUS
Registration Number:	3069707	THE DFS GROUP
Registration Number:	3360102	THE DFS GROUP
Registration Number:	3015263	THE MOST POPULAR CHECKS IN THE WORLD

TRADEMARK

REEL: 005217 FRAME: 0966

	3590853	THINKBANK
Registration Number:	1428372	TIMESCAN
Registration Number:	3859319	TUFF SHIELD
Registration Number:	3070854	UNIQUELY YOURS PRINTING
Registration Number:	3138268	UNIQUELY YOURS PRINTING
Registration Number:	3108807	VALUEBUY
Registration Number:	4216348	VAYA
Registration Number:	3184779	WELCOME HOME
Serial Number:	85485659	WISHING TREE DESIGNS
Serial Number:	85485677	WISHING TREE DESIGNS
Serial Number:	85755147	WORK HAPPY D DELUXE
Registration Number:	3158242	WORKS THE WAY A BANKER THINKS.

**CORRESPONDENCE DATA**

Fax Number: 6124928827  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 6124926842  
Email: cadwell.jeffrey@dorsey.com  
Correspondent Name: Jeffrey R. Cadwell  
Address Line 1: Dorsey & Whitney LLP, 50 South 6th St  
Address Line 2: Suite 1500  
Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER:	M244052
NAME OF SUBMITTER:	Jeffrey R. Cadwell
Signature:	/Jeffrey R. Cadwell/
Date:	02/18/2014

Total Attachments: 7  
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DC - Convert to LLC  
eff 1/1/14 @ 12:01 am


**ARTICLES OF CONVERSION  
OF  
DELUXE ENTERPRISE OPERATIONS, INC.  
INTO  
DELUXE ENTERPRISE OPERATIONS, LLC**

Pursuant to section 302A.687 of the Minnesota Business Corporation Act, the undersigned, being the Vice President & Treasurer of Deluxe Enterprise Operations, Inc., a Minnesota corporation (the "Corporation"), hereby certifies that:

1. Attached is the Plan of Conversion of Deluxe Enterprise Operations, Inc. into Deluxe Enterprise Operations, LLC.
2. The name of the converting organization immediately before the filing these Articles of Conversion is Deluxe Enterprise Operations, Inc.
3. The name to which the converting organization is to be changed will be Deluxe Enterprise Operations, LLC.
4. The converted organization will be a Minnesota limited liability company.
5. The Plan of Conversion has been approved by Deluxe Enterprise Operations, Inc. pursuant to 302A.685 of the Minnesota Business Corporation Act.
6. Attached are the Articles of Organization of Deluxe Enterprise Operations, LLC.
7. These Articles of Conversion shall become effective as of 12:01 a.m. on January 1, 2014.

**IN WITNESS WHEREOF**, these Articles of Conversion, having first been duly approved by the board of directors and the sole shareholder of the Corporation, are hereby executed on behalf of the Corporation.

**DELUXE ENTERPRISE OPERATIONS, INC.**

  
\_\_\_\_\_  
Terry D. Peterson  
Vice President & Treasurer

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**PLAN OF CONVERSION  
OF  
DELUXE ENTERPRISE OPERATIONS, INC.  
INTO  
DELUXE ENTERPRISE OPERATIONS, LLC**

1. Parties to the Conversion.

The name of the converting organization is Deluxe Enterprise Operations, Inc. (the "*Corporation*"). The name of the converted organization is Deluxe Enterprise Operations, LLC (the "*Company*"). The converted organization is a limited liability company.

2. Effective Time.

The conversion contemplated by this Plan of Conversion (the "*Plan*") shall be effective as of 12:01 a.m. on January 1, 2014 (the "*Effective Time*").

3. Terms and Conditions of Conversion.

The conversion of the Corporation into the Company is being consummated pursuant to Minnesota Statutes Section 302A.681. The officers of the Corporation are hereby authorized to file Articles of Conversion in accordance with Minnesota Statutes Section 302A.687 with the Minnesota Secretary of State in substantially the form attached hereto as Exhibit A.

At the Effective Time, each share of stock in the Corporation shall be converted into one membership unit of the Company with substantially similar economic rights.

At the Effective Time, pursuant to Minnesota Statutes Section 302A.691, (1) all property owned by the Corporation shall remain vested in the Company, (2) all debts, liabilities, and other obligations of the Corporation shall continue as obligations of the Company, (3) an action or proceeding pending by or against the Corporation may be continued as if the conversion had not occurred, and (4) all rights, privileges, immunities, and powers of the Corporation shall remain vested in the Company.

4. Articles of Organization.

The officers of the Company are hereby authorized to file Articles of Organization of the Company substantially in the form attached hereto as Exhibit B simultaneously with the filing of the Articles of Conversion with the Minnesota Secretary of State.

5. Governing Documents.

The Articles of Incorporation and the Bylaws of the Corporation shall be terminated as of the Effective Time, and the affairs of the Company shall thereafter be governed by the Articles of Organization and Member Control Agreement of the Company (the "*LLC Agreement*"), which shall be dated and effective as of the Effective Time, subject to such amendments as the

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members may make to the Articles of Organization or the LLC Agreement at or after the Effective Time.

6. Termination.

The Plan may be amended or terminated with the written consent of the Governors of the Company at any time prior to the filings described in Sections 3 and 4 of the Plan.

7. Other Actions.

The officers of the Company, or any one of them, are hereby authorized to execute and deliver any and all documents and instruments and to take any and all such actions on behalf of the Company and the members thereof as they may deem necessary or desirable in order to carry out the intent and purposes of the Plan, the execution and delivery of such documents or instruments or the taking of such actions to be conclusive evidence that such execution and delivery or the taking of such actions was authorized by this Plan.



**ARTICLES OF CONVERSION  
OF  
DELUXE ENTERPRISE OPERATIONS, INC.  
INTO  
DELUXE ENTERPRISE OPERATIONS, LLC**

Pursuant to section 302A.687 of the Minnesota Business Corporation Act, the undersigned, being the Vice President & Treasurer of Deluxe Enterprise Operations, Inc., a Minnesota corporation (the "*Corporation*"), hereby certifies that:

1. Attached is the Plan of Conversion of Deluxe Enterprise Operations, Inc. into Deluxe Enterprise Operations, LLC.
2. The name of the converting organization immediately before the filing these Articles of Conversion is Deluxe Enterprise Operations, Inc.
3. The name to which the converting organization is to be changed will be Deluxe Enterprise Operations, LLC.
4. The converted organization will be a Minnesota limited liability company.
5. The Plan of Conversion has been approved by Deluxe Enterprise Operations, Inc. pursuant to 302A.685 of the Minnesota Business Corporation Act.
6. Attached are the Articles of Organization of Deluxe Enterprise Operations, LLC.
7. These Articles of Conversion shall become effective as of 12:01 a.m. on January 1, 2014.

**IN WITNESS WHEREOF**, these Articles of Conversion, having first been duly approved by the board of directors and the sole shareholder of the Corporation, are hereby executed on behalf of the Corporation.

**DELUXE ENTERPRISE OPERATIONS, INC.**

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Terry D. Peterson  
Vice President & Treasurer

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**ARTICLES OF ORGANIZATION  
OF  
DELUXE ENTERPRISE OPERATIONS, LLC**

The undersigned organizer, being a natural person 18 years of age or older, in order to form a limited liability company under Minnesota Statutes, Chapter 322B, hereby adopts the following Articles of Organization:

**Article 1**

The name of this Company is "Deluxe Enterprise Operations, LLC"

**Article 2**

The registered office of this Company is located at 380 Jackson Street, Suite 700, St. Paul, MN 55101-2966.

**Article 3**

The name and address of the organizer of this Company is:

Terry D. Peterson  
3680 Victoria St. N., Shoreview, MN 55126

**IN WITNESS WHEREOF**, the undersigned has executed these Articles of Organization this 1<sup>st</sup> of January, 2014.

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Terry D. Peterson  
Organizer

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**ARTICLES OF ORGANIZATION  
OF  
DELUXE ENTERPRISE OPERATIONS, LLC**

The undersigned organizer, being a natural person 18 years of age or older, in order to form a limited liability company under Minnesota Statutes, Chapter 322B, hereby adopts the following Articles of Organization:

**Article 1**

The name of this Company is "Deluxe Enterprise Operations, LLC"

**Article 2**

The registered office of this Company is located at 380 Jackson Street, Suite 700, St. Paul, MN 55101-2966.

**Article 3**

The name and address of the organizer of this Company is:

Terry D. Peterson  
3680 Victoria St. N., Shoreview, MN 55126

IN WITNESS WHEREOF, the undersigned has executed these Articles of Organization this 1<sup>st</sup> of January, 2014.



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Terry D. Peterson  
Organizer

**STATE OF MINNESOTA  
DEPARTMENT OF STATE  
FILED**

**DEC 27 2013**

*Mark Ritchie*  
Secretary of State



**STATE OF MINNESOTA**

DEPARTMENT OF STATE

I hereby certify that this is a true and complete copy of the document as filed for record in this office.

DATED Dec 27, 2013

Mark Ritchie



By

Secretary of State

Doris Schmidt