

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
ASC, Inc.		02/19/2014	CORPORATION: INDIANA
RECEIVING PARTY DATA			
Name:	American Stationery Company, Inc.		
Street Address:	100 North Park Ave.		
City:	Peru		
State/Country:	INDIANA		
Postal Code:	46970		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	0696089	RYTEX	
Registration Number:	0913568	AMERICAN STATIONERY	
Registration Number:	0991385		
Registration Number:	0969209	THE AMERICAN WEDDING	
Registration Number:	1052850	THE AMERICAN WEDDING ALBUM	
Registration Number:	2338561	MERRIMADE	
Registration Number:	2685878	AMERICAN STATIONERY	
Registration Number:	2930294	THE AMERICAN WEDDING ALBUM	
CORRESPONDENCE DATA			
Fax Number:	3122368176		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-236-8500		
Email:	docket@cookalex.com		
Correspondent Name:	Cook Alex Ltd.		

CH \$215.00 0696089

Address Line 1: 200 West Adams Street
Address Line 2: Suite 2850
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER: 1204-0000

NAME OF SUBMITTER: Joel H. Bock

Signature: /Joel H. Bock/

Date: 02/26/2014

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, ASC, Inc., an Indiana corporation, whose address is 100 North Park Ave, Peru, IN 46970 is the owner of the following United States trademarks and trademark registrations (the "trademarks"):

United States Trademark Registration No. 696,089
Mark: RYTEX (Stylized)
Registration Date: 4/12/1960
Attorney Ref. No.: 1204-0003

United States Trademark Registration No. 913,568
Mark: AMERICAN STATIONERY
Registration Date: 6/8/1971
Attorney Ref. No.: 1204-0013

United States Trademark Registration No. 991,385
Mark: [Design of an Eagle]
Registration Date: 8/20/1974
Attorney Ref. No.: 1204-0052

United States Trademark Registration No. 969,209
Mark: THE AMERICAN WEDDING
Registration Date: 9/25/1973
Attorney Ref. No.: 1204-0053

United States Trademark Registration No. 1,052,850
Mark: THE AMERICAN WEDDING ALBUM
Registration Date: 11/16/1976
Attorney Ref. No.: 1204-0056

United States Trademark Registration No. 2,338,561
Mark: MERRIMADE
Registration Date: 4/4/2000
Attorney Ref. No.: 1204-0059

United States Trademark Registration No. 2,685,878
Mark: AMERICAN STATIONERY
Registration Date: 2/11/2003
Attorney Ref. No.: 1204-0061

United States Trademark Registration No. 2,930,294
Mark: THE AMERICAN WEDDING ALBUM
Registration Date: 3/8/2005
Attorney Ref. No.: 1204-0063

WHEREAS, American Stationery Company, Inc., an Indiana corporation, whose address is 100 North Park Ave, Peru, IN 46970 is desirous of acquiring the trademarks and the registrations thereof;

NOW, THEREFORE, for and in consideration of the sum of \$10.00 and other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, ASC, Inc., hereby assigns to American Stationery Company, Inc., all right, title and interest in and to the trademarks, together with the goodwill of the business symbolized by the trademarks and the above-identified registrations thereof.

ASC, Inc.

By Michael L. Bakehorn, Pres
Michael L. Bakehorn
President of ASC, Inc.

Date: February 19, 2014