

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM350872

|   |  |                        |                                     |
|---|--|------------------------|-------------------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                        |                                     |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF 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>                  |
| The Lehigh Press LLC  |  | 07/14/2014             | LIMITED LIABILITY COMPANY: DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |  |                        |                                     |
| <b>Name:</b>  | The Segerdahl Corporation                          |                        |                                     |
| <b>Street Address:</b>  | 1351 S. Wheeling Road                              |                        |                                     |
| <b>City:</b>  | Wheeling   |                        |                                     |
| <b>State/Country:</b>   | ILLINOIS   |                        |                                     |
| <b>Postal Code:</b>   | 60090  |                        |                                     |
| <b>Entity Type:</b>   | CORPORATION: ILLINOIS                              |                        |                                     |
| <b>PROPERTY NUMBERS Total: 4</b>  |  |                        |                                     |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>       |                                     |
| <b>Registration Number:</b>   | 2771357  | LEHIGH DIRECT          |                                     |
| <b>Registration Number:</b>   | 1841475  | INSERTIA               |                                     |
| <b>Registration Number:</b>   | 2771356  | LEHIGH DIRECT MAILTRAK |                                     |
| <b>Registration Number:</b>   | 2993731  | PROCARD                |                                     |
| <b>CORRESPONDENCE DATA</b>  |  |                        |                                     |
| <b>Fax Number:</b>  | 3123606547   |                        |                                     |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> |  |                        |                                     |
| <b>Phone:</b>   | 3123606000   |                        |                                     |
| <b>Email:</b>   | trademarks@freeborn.com                            |                        |                                     |
| <b>Correspondent Name:</b>  | Andrew L. Goldstein                                |                        |                                     |
| <b>Address Line 1:</b>  | 311 S. Wacker Drive                                |                        |                                     |
| <b>Address Line 2:</b>  | Suite 3000   |                        |                                     |
| <b>Address Line 4:</b>  | Chicago, ILLINOIS 60606                            |                        |                                     |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 23327-0039   |                        |                                     |
| <b>NAME OF SUBMITTER:</b>   | Andrew L. Goldstein                                |                        |                                     |
| <b>SIGNATURE:</b>   | /alg/  |                        |                                     |
| <b>DATE SIGNED:</b>   | 08/10/2015   |                        |                                     |
| <b>Total Attachments: 5</b>   |  |                        |                                     |

CH \$115.00 2771357

source=lehigh tm assgt#page1.tif  
source=lehigh tm assgt#page2.tif  
source=lehigh tm assgt#page3.tif  
source=lehigh tm assgt#page4.tif  
source=lehigh tm assgt#page5.tif

## TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this "Agreement") is effective as of July 14, 2014 (the "Effective Date"), among The Lehigh Press LLC., a Delaware limited liability company ("Assignor"), and The Segerdahl Corp., an Illinois corporation ("Assignee").

WHEREAS, pursuant to the Asset Purchase Agreement, dated as of July 14, 2014 (the "Asset Purchase Agreement"), among Assignor, Assignee and Visant Corporation, a Delaware corporation, Assignor agrees to assign, transfer and convey all of Assignor's right, title and interest in and to the Trademarks (as defined below);

NOW, THEREFORE, in consideration of the above premises and of the mutual agreements, provisions and covenants contained in this Agreement and the Asset Purchase Agreement and intending to be legally bound hereby, Assignor and Assignee hereby agree as follows:

1. Assignor hereby assigns, transfers and conveys to Assignee any and all of Assignor's right, title and interest in and to (i) the marks listed on Schedule A hereto, together with all related common-law rights and the goodwill of the business associated therewith or symbolized thereby; (ii) all intellectual property rights in any trade dress, graphics, artwork, advertising, promotional or packaging materials accompanying the use of the trademarks in clause (i); (iii) all rights, priorities and privileges provided under United States, state or foreign law, or multinational law, compact, treaty, protocol, convention or organization with respect to any of the foregoing; (iv) all registrations, applications, recordings, renewals or similar legal protections for any of the foregoing; and (v) all rights to bring actions at law or in equity, including the right to bring suit in its own name, for the past, present and future infringements, dilutions, misappropriations or other violations of any of the foregoing, including all income, royalties, damages, payments, accounts and accounts receivable now or hereafter due and/or payable under and with respect thereto (clauses (i) – (v) collectively, the "Trademarks").

2. Assignee is to hold all right, title and interest in and to the Trademarks as fully and exclusively as it would have been held and enjoyed by Assignor had the assignment in Section 1 not been made. Assignor shall not contest Assignee's ownership of the Trademarks, including in any claim, action, arbitration, suit, inquiry or proceeding.

3. This Agreement shall be deemed effective as between the parties as of the Effective Date.

4. Assignor will, without additional consideration, take such further actions and execute promptly such further documents as are reasonably necessary to transfer, vest, record and perfect good, valid and marketable title to the Trademarks in Assignee. Assignor hereby authorizes Assignee to request the relevant government entity or agency to record Assignee as the assignee and owner of the Trademarks. Assignor hereby appoints Assignee as Assignor's attorney-in-fact, with full authority in the place and stead of Assignor and in Assignor's name, to take any of the foregoing actions described in this Paragraph 4 in the event that Assignor fails, refuses or is unable to do so in a timely manner for whatever reason;

provided, however, before Assignee exercises the power of attorney granted herein, it shall provide Assignor with at least ten (10) days written notice (to the extent possible) of its intention to do so. This appointment shall be a power coupled with an interest.

5. This Agreement may be executed in counterparts, including by facsimile, each of which shall be deemed an original, and each party thereto may become a party hereto by executing a counterpart hereof. This Agreement and any counterpart so executed shall be deemed to be one and the same instrument.

6. This Agreement shall be governed by, and construed and enforced in accordance with the laws of the State of Delaware.

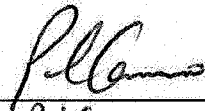
7. The covenants and agreements contained in this Agreement are for the sole benefit of the parties hereto and their respective successors and permitted assigns and shall not be construed as conferring and are not intended to confer any rights on any other persons.

8. All of the terms and provisions of this Agreement shall be binding on, and shall inure to the benefit of, the respective legal successors and permitted assigns of the parties.

*[Signature page follows]*

IN WITNESS WHEREOF, the parties hereto execute this Agreement as of the date first above written.

THE LEHIGH PRESS LLC

By:   
Name: Paul Corvise  
Title: Sr. VP

048448-0037-14520-Active.15947380.1

TRADEMARK  
REEL: 005596 FRAME: 0579

THE SEGERDAHL CORP.

By: 

Name: ANDREW JOURTAS

Title: CEO

**SCHEDULE A**

| <b>U.S. Trademark Registrations/Applications</b> | <b>Reg./App. No.</b> |
|--|----------------------|
| LEHIGH DIRECT                                    | 2,771,357            |
| INSERTIA   | 1,841,475            |
| LEHIGH DIRECT MAILTRAK                           | 2,771,356            |
| PROCARD  | 2,993,731            |

048448-0037-14520-Active.15947380.1

**RECORDED: 08/10/2015**

**TRADEMARK  
REEL: 005596 FRAME: 0581**