

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM362323

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Electronic Imaging Services, Inc. DBA Vestcom Retail Solutions		11/10/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Vestcom International, Inc.		
Street Address:	2800 Cantrell Road		
Internal Address:	Suite 400		
City:	Little Rock		
State/Country:	ARKANSAS		
Postal Code:	72202		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86632379	TECHNOLOGY BY VESTCOM	
Serial Number:	86632380	TECHNOLOGY BY VESTCOM	
CORRESPONDENCE DATA			
Fax Number:	2027393001		
<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>			
Phone:	2027393000		
Email:	fgordon@morganlewis.com		
Correspondent Name:	Megan K. Bowen		
Address Line 1:	Morgan, Lewis & Bockius LLP		
Address Line 2:	1111 Pennsylvania Avenue, NW		
Address Line 4:	Washington, D.C. 20004		
ATTORNEY DOCKET NUMBER:	103149.0010		
NAME OF SUBMITTER:	Megan K. Bowen		
SIGNATURE:	/Megan K. Bowen/		
DATE SIGNED:	11/13/2015		
Total Attachments: 3			

CH \$65.00 86632379

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Assignment"), effective as of November 10, 2015 (the "Effective Date") is made and entered into by and between by Electronic Imaging Services, Inc. DBA Vestcom Retail Solutions, a Delaware corporation, having an address at 2800 Cantrell Road, Suite 400, Little Rock, Arkansas 72202 ("Assignor"), and Vestcom International, Inc., a New Jersey corporation, having an address at 2800 Cantrell Road, Suite 400, Little Rock, Arkansas 72202 ("Assignee").

WHEREAS, Assignor desires to assign all of its right, title and interest in and to the trademarks on the attached Schedule A (the "Marks"), including the goodwill associated with the Marks, to Assignee; and

WHEREAS, Assignee is desirous of acquiring all of Assignor's right, title and interest in and to the Marks.

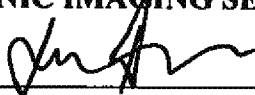
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignor hereby assigns, transfers and sets over to Assignee its entire right, title, and interest in and to the Marks, including any and all goodwill of the business connected with the use thereof and symbolized thereby, all applications and registrations therefor, all common law rights that exist therein, any and all trademark and/or service mark rights related thereto and in and to any and all causes of action (either in law or in equity), as well as the right to enforce any rights and file any causes of action, including the right to recover damages, for any past, present, or future infringement, misappropriation and/or dilution of the Marks.
2. Assignor hereby authorizes and requests the U.S. Patent and Trademark Office to record Assignee as the owner of the Marks.
3. This Assignment may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original. This Assignment may not be amended except by an instrument in writing signed by each of the parties.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the Effective Date.

ELECTRONIC IMAGING SERVICES, INC. DBA VESTCOM RETAIL SOLUTIONS

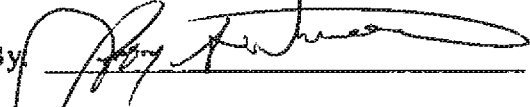
By: _____



Printed Name: Shannon Palmer

Title: Executive Vice President, Chief Financial Officer

VESTCOM INTERNATIONAL, INC.

By: 

Printed Name: Jeff Weidauer

Title: Vice President, Marketing and Strategy

SCHEDULE A

Mark	Application No.
TECHNOLOGY BY VESTCOM	86/632,379
TECHNOLOGY BY VESTCOM	86/632,380

DBI: 84817862.1