

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM850480

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Security Agreement		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Herff Jones, LLC		12/04/2020	Corporation: INDIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Wells Fargo Bank, National Association		
<b>Street Address:</b>	150 E. 42nd Street,		
<b>Internal Address:</b>	40th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10017		
<b>Entity Type:</b>	Bank: UNITED STATES		
<b>PROPERTY NUMBERS Total: 30</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3716062	ACADEMIC E PRESS	
<b>Registration Number:</b>	3673885	ACADEMICEXPRESS	
<b>Registration Number:</b>	1055521	BALE	
<b>Registration Number:</b>	1407634	BPA	
<b>Registration Number:</b>	6511874	C/O	
<b>Registration Number:</b>	6273724	COLORCAST	
<b>Registration Number:</b>	3399738	CRIMSON GOLD	
<b>Registration Number:</b>	4603432	DIPLOMA EZ PRINT	
<b>Registration Number:</b>	3769190	EXTREME AURISTA	
<b>Registration Number:</b>	3255098	EXTREME SILVER	
<b>Registration Number:</b>	2674961	FRAMING SUCCESS	
<b>Registration Number:</b>	2677964	FRAMING SUCCESS	
<b>Registration Number:</b>	1247648	HERFF JONES	
<b>Registration Number:</b>	1837227	HERFF JONES	
<b>Registration Number:</b>	1837089	HJ	
<b>Registration Number:</b>	1837362	HJ	
<b>Registration Number:</b>	4689962	HJ	
<b>Registration Number:</b>	5469316	HJ	

OP \$765.00 3716062

Property Type	Number	Word Mark
Registration Number:	1222531	HJ
Registration Number:	5630603	HJ JOURNEY
Registration Number:	6901795	HJ SMARTSHARE
Registration Number:	1268584	HJ ULT
Registration Number:	1033810	ULTRIUM
Registration Number:	2400755	YOUR SUCCESS DESERVES THE BEST
Registration Number:	1839684	HERFF JONES
Registration Number:	1837393	HERFF JONES
Registration Number:	1837133	HJ
Registration Number:	1836766	HJ
Serial Number:	97612323	CLASS OF BY HERFF JONES
Serial Number:	97777663	CHAMPION HAS A RING TO IT

**CORRESPONDENCE DATA**

**Fax Number:** 8009144240

*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.*

**Phone:** 8007130755

**Email:** Ted.mulligan@wolterskluwer.com

**Correspondent Name:** CT Corporation

**Address Line 1:** 4400 Easton Commons Way

**Address Line 2:** Suite 125

**Address Line 4:** Columbus, OHIO 43219

**NAME OF SUBMITTER:** Matthew T. Callahan

**SIGNATURE:** /Matthew T. Callahan/

**DATE SIGNED:** 11/02/2023

**Total Attachments: 6**

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NOTICE OF SECURITY INTEREST – TRADEMARKS

WHEREAS, HERFF JONES, LLC, an Indiana limited liability company (the “Assignor”) has adopted, used and is using, and holds all right, title and interest in and to, the trademarks and service marks listed on the attached Schedule A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the “Trademarks”);

WHEREAS, the Assignor has entered into a Pledge and Security Agreement, dated December 4, 2020 (as amended, restated, supplemented, modified or otherwise changed from time to time, the “Security Agreement”), in favor of Wells Fargo Bank, National Association, as the Administrative Agent for itself and certain lenders (in such capacity, together with its successors and assigns, if any, the “Assignee”); and

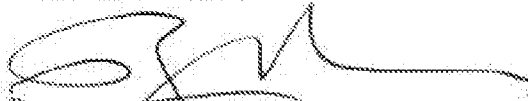
WHEREAS, pursuant to the Security Agreement, the Assignor has assigned to the Assignee and granted to the Assignee for the benefit of the Secured Parties a continuing security interest in all right, title and interest of the Assignor in, to and under the Trademarks, together with, among other things, the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the “Collateral”), to secure the payment, performance and observance of the Secured Obligations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby pledge, convey, assign, transfer and set over unto the Assignee and grants to the Assignee for the benefit of the Assignee and the Secured Parties a continuing security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

The Assignor does hereby further acknowledge and affirm that the rights and remedies of the Assignee with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein. Capitalized terms used here without definition shall have the meanings given to them in the Security Agreement.

IN WITNESS WHEREOF, the Assignor has caused this Notice of Security Interest to be duly executed by its officer thereunto duly authorized as of the date hereof.

HERFF JONES, LLC



By: \_\_\_\_\_

Name: Rajeev Dalakrishna

Title: Chief Compliance Officer, General Counsel and Secretary

[Notice of Security Interest - Trademarks - Herff Jones (LSC)]

**TRADEMARK**  
**REEL: 008246 FRAME: 0132**

SCHEDULE A TO NOTICE OF SECURITY INTEREST

Trademarks and Trademark Applications  
Owned by Herff Jones, LLC

1. Trademarks

<b>Mark</b>	<b>Reg. No.</b>	<b>Reg. Date</b>	<b>Business</b>	<b>Country</b>
ACADEMIC EXPRESS (and design)	3,716,062	24-Nov-09	Herff Jones, LLC	United States of America
ACADEMICEXPRESS	3,673,885	25-Aug-09	Herff Jones, LLC	United States of America
BALE	1,055,521	04-Jan-77	Herff Jones, LLC	United States of America
BPA	1,407,634	02-Sep-86	Herff Jones, LLC	United States of America
CLASS OF BY HERFF JONES	TMA1174292	05-Apr-23	Herff Jones, LLC	Canada
C/O Logo	6,511,874	05-Oct-21	Herff Jones, LLC	United States of America
C/O Logo	TMA1174293	05-Apr-23	Herff Jones, LLC	Canada
COLORCAST	6,273,724	16-Feb-21	Herff Jones, LLC	United States of America
CRIMSON GOLD	3,399,738	18-Mar-08	Herff Jones, LLC	United States of America
DIPLOMA EZ PRINT	4,603,432	09-Sep-14	Herff Jones, LLC	United States of America
EXTREME AURISTA	3,769,190	30-Mar-10	Herff Jones, LLC	United States of America
EXTREME SILVER	3,255,098	26-Jun-07	Herff Jones, LLC	United States of America
FRAMING SUCCESS	1457115	26-May-14	Herff Jones, LLC	Mexico
FRAMING SUCCESS	2,674,961	14-Jan-03	Herff Jones, LLC	United States of America
FRAMING SUCCESS (logo)	2,677,964	21-Jan-03	Herff Jones, LLC	United States of America
HERFF JONES	1,247,648	09-Aug-83	Herff Jones, LLC	United States of America
HERFF JONES	1,837,227	17-May-94	Herff Jones, LLC	United States of America
HERFF JONES	TMA369951	29-Jun-90	Herff Jones, LLC	Canada
HERFF JONES	TMA475301	28-Apr-97	Herff Jones, LLC	Canada
HJ (logo)	1,837,089	17-May-94	Herff Jones, LLC	United States of America
HJ (logo)	1,837,362	24-May-94	Herff Jones, LLC	United States of America

Mark	Reg. No.	Reg. Date	Business	Country
HJ (logo)	4,689,962	17-Feb-15	Herff Jones, LLC	United States of America
HJ (logo)	5,469,316	15-May-18	Herff Jones, LLC	United States of America
HJ (logo)	TMA1,090,128	21-Dec-20	Herff Jones, LLC	Canada
HJ (logo)	TMA450615	24-Nov-95	Herff Jones, LLC	Canada
HJ (Word Mark)	1,222,531	04-Jan-83	Herff Jones, LLC	United States of America
HJ (Word Mark)	TMA399026	12-Jun-92	Herff Jones, LLC	Canada
HJ JOURNEY	5,630,603	18-Dec-18	Herff Jones, LLC	United States of America
HJ JOURNEY	TMA1,090,127	21-Dec-20	Herff Jones, LLC	Canada
HJ SMARTSHARE	6,901,795	15-Nov-22	Herff Jones, LLC	United States of America
HJ ULT	1,268,584	28-Feb-84	Herff Jones, LLC	United States of America
HJ ULT	TMA377475	21-Dec-90	Herff Jones, LLC	Canada
IMAGEIN and Design	TMA750857	22-Oct-09	Herff Jones, LLC	Canada
IMAGINE (Design)	TMA580421	01-May-03	Herff Jones, LLC	Canada
LOGOART	TMA752725	10-Nov-09	Herff Jones, LLC	Canada
ULTRIUM	1,033,810	17-Feb-76	Herff Jones, LLC	United States of America
ULTRIUM	TMA366168	02-Mar-90	Herff Jones, LLC	Canada
WHERE ACHIEVEMENT IS RECOGNIZED	926107	28-Mar-06	Herff Jones, LLC	Mexico
YOUR SUCCESS DESERVES THE BEST	2,400,755	31-Oct-00	Herff Jones, LLC	United States of America
YOUR SUCCESS DESERVES THE BEST	926106	28-Mar-06	Herff Jones, LLC	Mexico
HERFF JONES	1839684	14-June-1994	Herff Jones, LLC	United States of America
HERFF JONES	1837393	24-May-1994	Herff Jones, LLC	United States of America
HJ (Stylized)	1837133	17-May-1994	Herff Jones, LLC	United States of America
HJ (Stylized)	1836766	17-May-1994	Herff Jones, LLC	United States of America
STRATALOGICA	TMA871166	12-Feb-14	Herff Jones, LLC	Canada
STRATALOGICA	2098342	31-Dec-13	Herff Jones,	India

Mark	Reg. No.	Reg. Date	Business	Country
			LLC	

2. Trademark Applications

Title	Appl. No.	Filing Date	Business	Country
CLASS OF BY HERFF JONES	97/612,323	29-Sep-22	Herff Jones, LLC	United States of America
CHAMPION HAS A RING TO IT	97777663 <sup>1</sup>	02-Feb-23	Herff Jones, LLC	United States of America

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<sup>1</sup> This is an intent-to-use application.