

06-15-1999

FORM PTO-1594

1-31-92

6-11-99



101065666

U.S. Department of Commerce
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: please record the attached original document or copy thereof.

1. Name of conveying party(ies):

THE STANDARD REGISTER COMPANY

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: April 1, 1999

2. Name and address of receiving party(ies):

Name: R.R. Donnelley & Sons Company

Internal Address: _____

Street Address: 77 W, Wacker Drive

City: Chicago State: IL Zip: 60601

- individual(s) citizenship _____
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

If assignee is not domesticated in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 75/524816

B. Trademark Registration No.(s) 1,158,301; 1,217,558; 1,653,632; 1,254,507; 1,655,537

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Ronald B. Coolley

Internal Address: ARNOLD, WHITE & DURKEE

Street Address: 321 N. Clark Street, Suite 800

City: Chicago State: IL Zip: 60610

6. Total number of applications and registrations involved:-----

----- 6 -----

7. Total fee (37 C.F.R. 3.41)----- \$ 165.00 *E*

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Ronald B. Coolley
Name of Person Signing

Ronald B. Coolley
Signature

June 8, 1999
Date

Total number of pages including cover sheet: 5

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

06/14/1999 DNGUYEN 00000230 75524816

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

01 FC:481 40.00 DP
02 FC:482 125.00 DP

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington D.C. 20503.

TRADEMARK ASSIGNMENT
Federal Registrations and Pending Application

WHEREAS The Standard Register Company (hereinafter "Standard Register"), an Ohio corporation having a place of business at 600 Albany Street, Dayton, Ohio 45408, has adopted and used the trademarks identified in Schedule A, and is the owner of the federal registrations identified in Schedule A; and

WHEREAS Standard Register has applied to register a mark which it intends to use, which mark and application are identified in Schedule B; and

WHEREAS R. R. Donnelley & Sons Company (hereinafter "Donnelley"), a Delaware corporation having a place of business at 77 West Wacker Drive, Chicago, Illinois 60601, desires to acquire the marks identified in Schedules A and the mark and pending application identified in Schedule B, together with the goodwill of the business to which the marks pertain; and

WHEREAS Donnelley is the successor to that portion of Standard Register's business to which the mark identified in Schedule B pertains:

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Standard Register hereby assigns to Donnelley all its right, title and interest in and to the marks and application described in Schedules A and B, together with the goodwill of the business symbolized by said marks, including the right to sue and recover for past infringements.

IN WITNESS WHEREOF, the Assignor has hereunto set its hand and seal this 1st day of April, 1999.

THE STANDARD REGISTER COMPANY

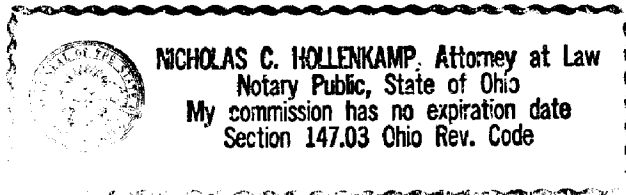
By *CJB*

Its *SVI Administration, Treasurer, + CFO*

State of *Ohio*)
County of *MONTGOMERY*)

On this 1st day of April, 1999, before me a Notary Public in and for the above County and State, personally appeared the above named *CRAIG J. BROWN* personally known to me, and acknowledged the execution of the foregoing assignment as a free act and deed for the purpose herein set forth.

Nicholas C. Hollenkamp
Notary Public



SCHEDULE A

U.S. Federal Trademark Registrations

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
COMMUNICOLOR	1,158,301	June 23, 1981
COMMUNICOLOR	1,217,558	November 23, 1982
COMMUNICOLOR FL FINISHING LINE	1,653,632	August 13, 1991
RSVP	1,254,507	October 18, 1983
TRAKPAK	1,655,537	September 3, 1991

SCHEDULE B

U.S. Federal Trademark Applications

<u>Mark</u>	<u>Application Ser. No.</u>	<u>Filing Date</u>
FULLPROOF	75/524,816	July 24, 1998