

FORM PTO-1618A  
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OMB 0651-0027

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TRADEMARKS ONLY

12-28-2000



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- Correction of PTO Error  
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Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment
- Merger
- Effective Date  
Month Day Year
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

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TRADEMARK  
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Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

650-858-7966

Name

Karen M. Kitterman, Esq.

Address (line 1)

Fenwick & West LLP

Address (line 2)

Two Palo Alto Square

Address (line 3)

Palo Alto, California 94306

Address (line 4)

**Pages** Enter the total number of pages of the attached conveyance document including any attachments.

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1

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trade Application Number(s)**

**Registration Number(s)**

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

1,965,209	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
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**Number of Properties** Enter the total number of properties involved.

#

1

**Fee Amount**

**Fee Amount for Properties Listed (37 CFR 3.41):**

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40.00

**Method of Payment:**

Enclosed

Deposit Account

**Deposit Account**

(Enter for payment by deposit account or if additional fees can be charged to the account.)

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Yes

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**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. Charges to deposit account are authorized, as indicated herein.*

Karen Kitterman, Esq.

Name of Person Signing

  
Signature

December 4, 2000  
Date Signed

TRADEMARK ASSIGNMENT

WHEREAS, Bear Rock Technologies Corporation, a California corporation, having its place of business at 4140 Mother Lode Drive, Suite 100, Shingle Springs, California 95652-8083, is the owner of the following trademarks now registered in the United States Patent and Trademark Office:

Trademark	Reg. No	Reg. Date
BUSINESS CARD STUDIO (Stylized)	1,965,209	April 2, 1996

WHEREAS, Avery Dennison Corporation, a Delaware corporation, having its principal place of business at 150 North Orange Grove Boulevard, Pasadena, California 91103, is desirous of acquiring said trademarks,

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Bear Rock Technologies Corporation, does hereby assign unto Avery Dennison Corporation, all right, including common law rights, title and interest in the United States of America and all other countries and jurisdictions of the world in and to said trademarks together with the goodwill of the business symbolized by said trademarks and applications and registrations thereof and that portion of the business which is ongoing and existing to which the trademarks pertain.

Signed at Pasadena, CA, this 10th day of March, 2000

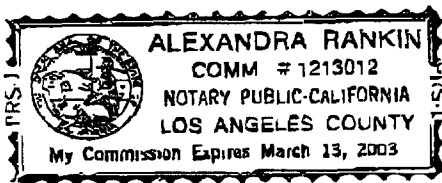
Bear Rock Technologies Corporation

By: R.P. Randall  
R.P. Randall  
Vice President and Secretary

State of California  
County of Los Angeles

On this 10th day of March, 2000, before me, Alexandra Rankin, a Notary Public in and for the State of CALIFORNIA, personally appeared R.P. RANDALL, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Alexandra Rankin  
Notary Public