TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
It's About Time, Inc.		12/03/2003	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Herff Jones, Inc.	
Street Address:	4625 West 62nd Street	
City:	Indianapolis	
State/Country:	INDIANA	
Postal Code:	46268	
Entity Type:	CORPORATION: INDIANA	

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2538451	IT'S ABOUT TIME
Registration Number:	2360984	ACTIVE PHYSICS
Serial Number:	76457430	ACTIVE CHEMISTRY

CORRESPONDENCE DATA

Fax Number: (317)231-7433

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 3172317731

Email: cfelts@btlaw.com

Correspondent Name: Christopher P. Felts

Address Line 1: 11 S. Meridian St.

Address Line 4: Indianapolis, INDIANA 46204

ATTORNEY DOCKET NUMBER: 2799-97

NAME OF SUBMITTER: Christopher P. Felts

Total Attachments: 1

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TRADEMARK REEL: 002766 FRAME: 0748

Trademark Assignment

WHEREAS, It's About Time, Inc., a New York corporation, having offices at 84 Business Park Drive; Armonk; NY, 10504; (hereinafter referred to as ASSIGNOR) had adopted and owns the trademarks IT'S ABOUT TIME, Registration No. 2,538,451, registered February 12, 2002; and ACTIVE PHYSICS, Registration No. 2,360,984, registered June 27, 2000; and ACTIVE CHEMISTRY, Serial No. 76/457,430, filed October 10, 2002.

WHEREAS, Herff Jones, Inc., a Indiana corporation, having offices at 4625 West 62nd Street, Indianapolis, IN 46268 (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademark as set forth hereinabove;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the said trademarks IT'S ABOUT TIME, Registration No. 2,538,451 registered February 12, 2002, and ACTIVE PHYSICS, Registration No. 2,360,984, registered June 27, 2000; and ACTIVE CHEMISTRY, Serial No. 76/457,430, filed October 10, 2002 including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademarks, and the right to sue for past infringements thereof.

It's About Time, Inc.

Dec 3 2003	By Ion Jakes
Date	Tom Laster
	Its President
STATE OF NEW YORK)

COUNTY OF Westchester)SS:

Before me, a Notary Public in and for said county and state, personally appeared the loss of the President of It's About Time, Inc., who, having been duly sworn upon his oath, acknowledges the execution of the foregoing Copyright Assignment for and on behalf of said corporation.

Witness my hand and notarial seal this 3 day of 2e, 2003.

My Commission Expires:

Notary

My County of Residence:

RECORDED: 12/19/2003

Printed Name: YADISA (- DISLA

Yadisa C. Diala Notary Public Westchester County, NY 01DI6092953

Expires 05/27/2007

TRADEMARK
REEL: 002766 FRAME: 0749