

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
Label\$Dollars, Inc.		11/21/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	LD Acquisition Inc.
Street Address:	770 Arthur Avenue
City:	Elk Grove
State/Country:	ILLINOIS
Postal Code:	60007
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	76503668	LABEL\$DOLLAR

CORRESPONDENCE DATA	
Fax Number:	(414)271-3552
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	414 277 5000
Email:	tm-dept@quarles.com
Correspondent Name:	Marta S. Levine
Address Line 1:	Quarles & Brady LLP
Address Line 2:	411 East Wisconsin Avenue
Address Line 4:	Milwaukee, WISCONSIN 53202

ATTORNEY DOCKET NUMBER:	650005.00090
--------------------------------	--------------

NAME OF SUBMITTER:	Marta S. Levine
---------------------------	-----------------

Total Attachments: 2
source=lassnLabelDollar1#page1.tif
source=lassnLabelDollar2#page1.tif

CH \$40.00 76503668

TRADEMARK ASSIGNMENT

WHEREAS, Label\$Dollars, Inc., a Delaware corporation ("Assignor") is the owner of those trademarks (the "Marks") listed on the attached Schedule A; and

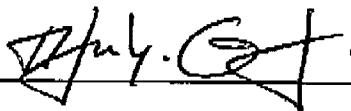
WHEREAS, LD Acquisition Inc., a Delaware corporation ("Assignee") wishes to acquire the Marks, together with the goodwill of the business in connection with which the Marks are used.

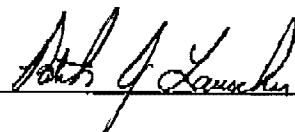
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which Assignor hereby acknowledges, Assignor hereby agrees to and does sell, assign and transfer to Assignee its entire right, title and interest in and to the Marks, together with the goodwill of the business to which the Marks pertain, as well as all rights of enforcement and recovery for past infringement. Assignor further agrees to take all reasonable and necessary steps to implement the provisions of this assignment.

IN WITNESS WHEREOF, the following duly authorized officers of Assignor and Assignee have executed this Trademark Assignment on the date listed below.

LABEL\$DOLLARS, INC.

LD ACQUISITION INC.

By: 

By: 

TOM GERMAN, COO
Print Name and Title

Patrick J. Lauscher, VP/Controller
Print Name and Title

SCHEDULE A

MARK

Label\$Dollar

Label\$Dollars

Label\$Dollar Coupons