

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                         |                |
|-------------------------|----------------|
| <b>SUBMISSION TYPE:</b> | NEW ASSIGNMENT |
|-------------------------|----------------|

|                              |  |
|------------------------------|--|
| <b>NATURE OF CONVEYANCE:</b> | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
|------------------------------|--|

|                             |                 |                       |                       |
|-----------------------------|-----------------|-----------------------|-----------------------|
| <b>CONVEYING PARTY DATA</b> |                 |                       |                       |
| <b>Name</b>                 | <b>Formerly</b> | <b>Execution Date</b> | <b>Entity Type</b>    |
| Tru Vue, Inc.               |                 | 03/31/2004            | CORPORATION: ILLINOIS |

|                             |                                     |
|-----------------------------|-------------------------------------|
| <b>RECEIVING PARTY DATA</b> |                                     |
| <b>Name:</b>                | Crescent Cardboard Company, LLC     |
| <b>Street Address:</b>      | 100 W. Willow Road                  |
| <b>City:</b>                | Wheeling                            |
| <b>State/Country:</b>       | ILLINOIS                            |
| <b>Postal Code:</b>         | 60090                               |
| <b>Entity Type:</b>         | Limited Liability Company: DELAWARE |

|                                  |               |                         |
|----------------------------------|---------------|-------------------------|
| <b>PROPERTY NUMBERS Total: 4</b> |               |                         |
| <b>Property Type</b>             | <b>Number</b> | <b>Word Mark</b>        |
| Registration Number:             | 1244449       | ULTIMAT                 |
| Registration Number:             | 1907318       | ULTI BLACK              |
| Registration Number:             | 2475531       | MONSTER MATS            |
| Registration Number:             | 0861367       | PRESENTATION MAT MOUNTS |

|  |                                   |
|--|-----------------------------------|
| <b>CORRESPONDENCE DATA</b>   |                                   |
| <b>Fax Number:</b>   | (612)340-8856                     |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                                   |
| <b>Phone:</b>  | 612-340-8838                      |
| <b>Email:</b>  | kroll.michael@dorsey.com          |
| <b>Correspondent Name:</b>   | Dorsey & Whitney LLP              |
| <b>Address Line 1:</b>   | 50 S. Sixth Street, Suite 1500    |
| <b>Address Line 4:</b>   | Minneapolis, MINNESOTA 55402-1498 |

|                           |                  |
|---------------------------|------------------|
| <b>NAME OF SUBMITTER:</b> | Michael J. Kroll |
|---------------------------|------------------|

**Total Attachments: 5**  
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**CH \$115.00 1244449**

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**ASSIGNMENT OF TRADEMARKS AND TRADEMARK REGISTRATIONS**

WHEREAS, Tru Vue, Inc., an Illinois corporation having a principal place of business at 9400 West 55th Street, McCook, Illinois 60525 ("Assignor"), has adopted and used the trademarks and obtained the trademark registrations listed on Exhibit A, attached hereto (the "Marks");

WHEREAS, Crescent Cardboard Company, LLC, a Delaware limited liability company, having a principal place of business at 100 W. Willow Road, Wheeling, Illinois 60090 ("Assignee"), desires to acquire the Marks and enjoy the protection of the registrations of the Marks;


WHEREAS, pursuant to the certain Asset Purchase Agreement dated February 26, 2004, Assignee agreed to acquire certain of the assets used by Assignor in the business of designing, manufacturing and selling frame mat boards, including the Marks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, transfer and sell unto Assignee all of its right, title and interest in and to the Marks (including all claims for profits and damages by reason of past infringement of the Marks), together with the goodwill of the business symbolized by the Marks, and the existing registrations of the Marks.

This assignment is subject to the terms and provisions of the Asset Purchase Agreement. The Asset Purchase Agreement shall control in the event of any discrepancy between this assignment and the Asset Purchase Agreement.

This assignment shall be effective as of March 31, 2004, shall be binding on the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

TRU VUE, INC.

By  \_\_\_\_\_  
Its Treasurer

CRESCENT CARDBOARD COMPANY, LLC

By \_\_\_\_\_  
Its \_\_\_\_\_

**ASSIGNMENT OF TRADEMARKS AND TRADEMARK REGISTRATIONS**

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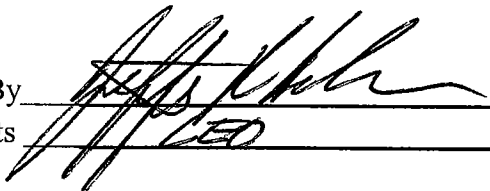
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TRU VUE, INC.

By \_\_\_\_\_  
Its \_\_\_\_\_

CRESCENT CARDBOARD COMPANY, LLC

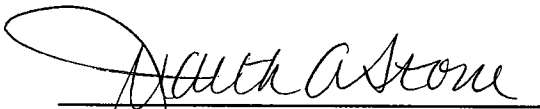
By  \_\_\_\_\_  
Its \_\_\_\_\_

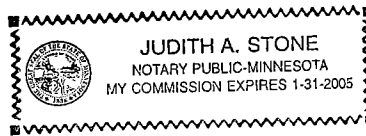
NOTARIAL ACKNOWLEDGMENT

State of: Minnesota  
County: Hennepin

On March 31, 2004, before me, Judith A. Stone, a Notary Public, personally appeared Gary R. Johnson, personally known to me to be the person whose name is subscribed to 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 person acted, executed the instrument.

Witness my hand and official seal.

  
\_\_\_\_\_  
Signature of the Notary Public



CAPACITY CLAIMED BY SIGNOR: Treasurer  
SIGNOR IS REPRESENTING: Tru Vue, Inc.

NOTARIAL ACKNOWLEDGMENT

State of: \_\_\_\_\_  
County: \_\_\_\_\_

On \_\_\_\_\_, before me, \_\_\_\_\_, a Notary Public, personally appeared \_\_\_\_\_, personally known to me to be the person whose name is subscribed to 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 person acted, executed the instrument.

Witness my hand and official seal.

\_\_\_\_\_  
Signature of the Notary Public

CAPACITY CLAIMED BY SIGNOR: \_\_\_\_\_  
SIGNOR IS REPRESENTING: Crescent Cardboard Company, LLC

NOTARIAL ACKNOWLEDGMENT

State of: \_\_\_\_\_  
County: \_\_\_\_\_

On \_\_\_\_\_, before me, \_\_\_\_\_, a Notary Public, personally appeared \_\_\_\_\_, personally known to me to be the person whose name is subscribed to 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 person acted, executed the instrument.

Witness my hand and official seal.

\_\_\_\_\_  
Signature of the Notary Public

CAPACITY CLAIMED BY SIGNOR: \_\_\_\_\_  
SIGNOR IS REPRESENTING: Tru Vue, Inc.

NOTARIAL ACKNOWLEDGMENT

State of: Illinois  
County: Cook

On March 31, 2004, before me, Julie Wiseman, a Notary Public, personally appeared Jeffrey R. Dolan, personally known to me to be the person whose name is subscribed to 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 person acted, executed the instrument.

Witness my hand and official seal.

Julie Wiseman  
Signature of the Notary Public



CAPACITY CLAIMED BY SIGNOR: \_\_\_\_\_  
SIGNOR IS REPRESENTING: Chief Executive Officer  
Crescent Cardboard Company, LLC

## Exhibit A

### U.S. Federal Trademark Registrations

| Mark                                   | Owner         | Reg. No.  | Reg. Date     |
|--|---------------|-----------|---------------|
| ULTI MAT (Stylized)<br><i>Ulti Mat</i> | Tru Vue, Inc. | 1,244,449 | July 5, 1983  |
| ULTI BLACK                             | Tru Vue, Inc. | 1,907,318 | July 25, 1995 |
| MONSTER MATS                           | Tru Vue, Inc. | 2,475,531 | Aug. 7, 2001  |
| PRESENTATION MAT<br>MOUNTS             | Tru Vue, Inc. | 861,367   | Dec. 3, 1968  |

### Foreign Trademark Registrations

| Mark       | Owner         | Country        | Reg. No.  | Reg. Date     |
|------------|---------------|----------------|-----------|---------------|
| ULTI BLACK | Tru Vue, Inc. | Canada         | TMA458738 | May 31, 1996  |
| ULTIMAT    | Tru Vue, Inc. | Canada         | TMA470506 | Feb. 5, 1997  |
| ULTI MAT   | Tru Vue Inc.  | United Kingdom | 1571450   | Aug. 29, 1995 |