

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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10/29/2008  
 900119578

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name		Formerly	Entity Type
M&R MARKING SYSTEMS, LLC			LIMITED LIABILITY COMPANY: DELAWARE
		Execution Date	
		09/29/2008	
RECEIVING PARTY DATA			
Name:	TRODAT GMBH		
Street Address:	Linzer Strasse 156		
City:	Wels		
State/Country:	AUSTRIA		
Postal Code:	A-4600		
Entity Type:	CORPORATION: AUSTRIA		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	2236425	OPTIMARK	
Registration Number:	1957332	IDEAL	
Registration Number:	1456184	IDEAL	
Registration Number:	1320628	ROYAL MARK	
Registration Number:	1328065		
Registration Number:	2541870	ONLINECUSTOM.COM	
Registration Number:	2629859	ONLINECUSTOM.COM	
Registration Number:	2791389	ULTIMARK	
Registration Number:	3111336	INSTAPLATE	
Registration Number:	3375068	IDEAL	
CORRESPONDENCE DATA			
Fax Number:	(908)654-7866		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			

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Phone: 908-654-5000  
Email: trademarkadmin@ldlkm.com  
Correspondent Name: GREGORY S. GEWIRTZ  
Address Line 1: 600 SOUTH AVENUE WEST  
Address Line 4: WESTFIELD, NEW JERSEY 07090

**DOMESTIC REPRESENTATIVE**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	GREGORY S. GEWIRTZ
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Signature:	/GREGORY S. GEWIRTZ/
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Date:	10/29/2008
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Total Attachments: 1  
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PTO/SB/15 (9-00)  
Modified by LDLK&M

<b>ASSIGNMENT</b>	Docket Number (Optional)
	TRODAT 9,0-001

WHEREAS, **M&R Marking Systems, LLC ("M&R")**, a limited liability company of Delaware, previously having a place of business at 100 Springfield Avenue, Piscataway, New Jersey, 08855-6969, was the sole and exclusive owner by assignment of the following federal trademark registrations and good will associated therewith (hereinafter the "Trademarks"):

Mark	Trademark Registration No.
OPTIMARK	2,236,425
IDEAL	1,957,332
IDEAL	1,456,184
ROYAL MARK	1,320,628
Crown and Circle Design	1,328,065
ONLINECUSTOM.COM	2,541,870
ONLINECUSTOM.COM	2,629,859
ULTIMARK	2,791,389
INSTAPLATE	3,111,336
IDEAL	3,375,068

WHEREAS, **Trodat GmbH ("Trodat")**, a corporation of Austria, located and doing business at Linzer Straße 156, A-4600 Wels, Austria acquired **M&R** and all of its assets in 2007 including all right, title and interest in **M&R's** intellectual properties; and

WHEREAS, **M&R** changed its name to **Trodat USA LLC** in or around January 2008; and


WHEREAS, **M&R** and **Trodat** have agreed and, to the extent not previously agreed, hereby do agree that **Trodat** has acquired all right, title and interest in and to the Trademarks.

NOW THEREFORE, in consideration of the sum of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **Trodat USA LLC** as the successor in name to **M&R** confirms that **M&R** has sold, assigned, transferred and set over to **Trodat** the entire right, title and interest in and to the Trademarks; and to the extent that any right, title and interest in the Trademarks has not previously been assigned, hereby assigns such right, title and interest to **Trodat nunc pro tunc** as of the date of **Trodat's** acquisition of **M&R** in 2007.

IN WITNESS WHEREOF, **Trodat USA LLC** (formerly **M&R**) has caused this document to be executed as of the date indicated below:

TRODAT USA LLC  
(formerly M&R MARKING SYSTEMS, LLC)

Sept 29, 2008  
 Date

  
 By: PAUL DEMARTINI  
 Title: CEO

State of New Jersey ) SS:  
 County of Middlesex )

On this 29<sup>th</sup> day of September, 2008 before me appeared Paul DeMartini, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of with authority to do so.

Maria Rojas  
 (Notary Public)

407019-**Maria E. Rojas**  
**NOTARY PUBLIC**  
**OF NEW JERSEY**  
 Commission Expires 2/11/2012