

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
Taylor Publishing Corporation		11/14/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Commemorative Brands, Inc.		
Street Address:	7211 Circle S Drive		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78745		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85237816	BALFOURTOOLS	
Serial Number:	85288263	BAL4.TV	
CORRESPONDENCE DATA			
Fax Number:	5125425229		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	512-320-9247		
Email:	austindocketing@andrewskurth.com		
Correspondent Name:	Clarissa Marischen, Andrews Kurth LLP		
Address Line 1:	111 Congress Avenue		
Address Line 2:	Suite 1700		
Address Line 4:	Austin, TEXAS 78701		
ATTORNEY DOCKET NUMBER:	145966		
NAME OF SUBMITTER:	Clarissa Marischen		
Signature:	/clarissa marischen/		
Date:	11/19/2012		
Total Attachments: 1 source=TM Assignment of BALFOURTOOLS BAL4 TV to CBI 11-14-12#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, Taylor Publishing Company, a Delaware corporation, having its principal place of business at 1550 W. Mockingbird Lane, Dallas, Texas 75235 ("Assignor"), filed an application to register the trademark *BALFOURTOOLS*, now assigned Serial Number 85/237,816, on an intent to use basis, and has since used the mark and has filed an allegation of use under the Trademark Act;

WHEREAS, Assignor has intended to use the trademark *BAL4.TV* in commerce and has filed an application, now assigned serial number 85/288,263, indicating such intention but has not yet filed an allegation of use under the Trademark Act;

WHEREAS, Commemorative Brands, Inc., a Delaware corporation, having its principal place of business at 7211 Circle S Road, Austin, Texas 78745 ("Assignee"), desires to acquire Assignor's interests in the *BALFOURTOOLS* and *BAL4.TV* trademarks (the "Marks");

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all of its right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the above identified applications. This assignment includes the right to sue and recover damages for past and future infringements of Assignor's rights in the Marks and to bring any proceeding in the United States Patent and Trademark Office or any equivalent agency in any other country for cancellation or opposition or other proceeding in connection with said Marks. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

Assignor further agrees that it will execute, verify, acknowledge and deliver all such further papers, including any instruments of transfer and recordable assignments, and perform such other acts as Assignee lawfully may request from time to time, to perfect and vest title in the Marks in Assignee, or Assignee's successors and assigns.

ASSIGNOR
Taylor Publishing Company

By: Sherice P. Bench
Sherice P. Bench, Senior Vice President of Operations

Dated effective as of: 11-14-2012