

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM807571

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CORPORATE IMAGE, INC.		05/02/2023	Corporation:
RECEIVING PARTY DATA			
Name:	LIBRARY BINDING SERVICE, INC.		
Street Address:	1801 THOMPSON AVENUE		
City:	DES MOINES		
State/Country:	IOWA		
Postal Code:	50316		
Entity Type:	Corporation: IOWA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2484697	CORPORATE IMAGE	
Registration Number:	3183688	PRESENTATION IS EVERYTHING	
Serial Number:	90774723	CI RIGIDBOX	
Registration Number:	6290686	CI	
Registration Number:	6290739	CI	
Serial Number:	90774805	CI RIGIDBOX	
CORRESPONDENCE DATA			
Fax Number:	5152833108		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	5152833137		
Email:	epolzin@nyemaster.com		
Correspondent Name:	NYEMASTER GOODE P.C.		
Address Line 1:	700 Walnut Street, Suite 1600		
Address Line 4:	Des Moines, IOWA 50309		
ATTORNEY DOCKET NUMBER:	027900-2000		
NAME OF SUBMITTER:	ALLISON E. KERNDT		
SIGNATURE:	/Allison E. Kerndt/		
DATE SIGNED:	05/03/2023		

OP \$165.00 2484697

Total Attachments: 2

source=DOC050223-05022023094831#page1.tif

source=DOC050223-05022023094831#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, **CORPORATE IMAGE, INC.**, an Iowa Corporation with an address of 1801 Thompson Avenue, Des Moines, IA 50316 USA ("Assignor") is the owner of the following trademark set forth on Exhibit A (the "Mark") attached hereto; and

WHEREAS, **LIBRARY BINDING SERVICE, INC.**, an Iowa corporation with an address of 1801 Thompson Avenue, Des Moines, IA 50316 USA ("Assignee"), is desirous of acquiring the entire right, title, and interest in and to the Mark, together with the goodwill of the business pertaining to the Mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby irrevocably and unconditionally assign, transfer, and convey unto Assignee all right, title, and interest which Assignor has heretofore enjoyed pertaining to said Mark, together with the goodwill of the business pertaining to said Mark, the same to be held and exclusively enjoyed by Assignee, its successors and assigns, together with the right to sue for and collect for all claims for damages by reason of past infringement of said Mark.

Executed this 2 day of May, 2023.

CORPORATE IMAGE, INC.

By: Chris Paxson

CHRIS PAXSON
Print Name

Sr VP Corporate Dev. or Culture
Title

EXHIBIT A

MARK	JURISDICTION	APPLICATION NUMBER	REGISTRATION NUMBER	REGISTRATION DATE
CORPORATE IMAGE	US	75/922,224	2,484,697	09/04/2001
PRESENTATION IS EVERYTHING	US	78/803,402	3,183,688	12/12/2006
CI RIGIDBOX	US	90/774,723		
CI	US	88/768,946	6,290,686	03/09/2021
CI (stylized/design)	US	88/777,763	6,290,739	03/09/2021
CI RIGIDBOX (stylized/design)	US	90/774,805		