

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

SECURITY AGREEMENT

CONVEYING PARTY DATA

Name	Execution Date
Deluxe Laboratories, Inc.	05/11/2007
Deluxe Digital Management, Inc.	05/11/2007
MediaVu LLC	05/11/2007

RECEIVING PARTY DATA

Name:	Credit Suisse, as Collateral Agent
Street Address:	11 Madison Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10010

PROPERTY NUMBERS Total: 7

Property Type	Number
Application Number:	10893508
Application Number:	11672882
Application Number:	10766700
Application Number:	10766701
Application Number:	11146808
Application Number:	11268083
Application Number:	10081762

CORRESPONDENCE DATA

Fax Number: (866)826-5420

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 3016380511

Email: ipresearchplus@comcast.net

Correspondent Name: IP Research Plus, Inc.

Address Line 1: 21 Tadcaster Circle

PATENT

500276530

REEL: 019289 FRAME: 0676

CH \$280.00 10893508

Address Line 2:	Attn: Penelope J.A. Agodoa
Address Line 4:	Waldorf, MARYLAND 20602

ATTORNEY DOCKET NUMBER:	31614
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NAME OF SUBMITTER:	Penelope J.A. Agodoa
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FIRST LIEN PATENT SECURITY AGREEMENT

This FIRST LIEN PATENT SECURITY AGREEMENT (this "**Agreement**") dated as of May 11, 2007, is among DELUXE LABORATORIES, INC., a Delaware corporation located at 1377 North Serrano Avenue, Los Angeles, California 90027, DELUXE DIGITAL MEDIA MANAGEMENT, INC., a Delaware corporation located at 29125 Avenue Paine, Valencia, California 91335, and MEDIAVU LLC, a California limited liability company located at 200 South Flower Street, Burbank, California 91502 (each a "**Grantor**" and, collectively, "**Grantors**") and CREDIT SUISSE ("**Credit Suisse**"), as first lien collateral agent (in such capacity, the "**Collateral Agent**").

PRELIMINARY STATEMENT

Reference is made to (a) the First Lien Credit Agreement dated as of January 27, 2006 (as amended, amended and restated, supplemented or otherwise modified from time to time, the "**Credit Agreement**"), among Deluxe Entertainment Services Group Inc. (the "**Borrower**"), Deluxe Toronto Ltd. (successor by amalgamation to Deluxe Canada Holdings Inc.), DX Holdings LLC ("**Holdings**"), the lenders from time to time party thereto (the "**Lenders**") and the Collateral Agent, and (b) the First Lien Guarantee and Collateral Agreement (U.S.) dated as of January 27, 2006 (as amended, restated, supplemented or otherwise modified from time to time, the "**Guarantee and Collateral Agreement**"), among the Borrower, Holdings, the Grantors and certain affiliates thereof from time to time party thereto and Credit Suisse, as the Collateral Agent. The Lenders and the Issuing Bank (as defined below) have agreed to extend credit to the Borrower subject to the terms and conditions set forth in the Credit Agreement. The obligations of the Lenders and the Issuing Bank to extend such credit are conditioned upon, among other things, the execution and delivery of this Agreement. Holdings and the Grantors are affiliates of the Borrower, will derive substantial benefits from the extension of credit to the Borrower pursuant to the Credit Agreement and are willing to execute and deliver this Agreement in order to induce the Lenders and the Issuing Bank to extend such credit. Accordingly, the parties hereto agree as follows:

SECTION 1. **Terms.** Capitalized terms used in this Agreement and not otherwise defined herein have the meanings specified in the Guarantee and Collateral Agreement. The rules of construction specified in Section 1.01(b) of the Guarantee and Collateral Agreement also apply to this Agreement.

SECTION 2. **Grant of Security Interest.** As security for the payment or performance, as the case may be, in full of the Obligations, each Grantor, pursuant to the Guarantee and Collateral Agreement, did and hereby does assign and pledge to the Collateral Agent, its successors and assigns, for the ratable benefit of the Secured Parties, and did and hereby does grant to the Collateral Agent, its successors and assigns, for the ratable benefit of the Secured Parties, a security interest in, all right, title or interest in or to any and all of the following assets and properties now owned or at any time hereafter

acquired by such Grantor or in which such Grantor now has or at any time in the future may acquire any right, title or interest (collectively, the “***Patent Collateral***”):

(a) all letters patent of the United States or the equivalent thereof in any other country, all registrations and recordings thereof, and all applications for letters patent of the United States or the equivalent thereof in any other country, including registrations, recordings and pending applications in the United States Patent and Trademark Office (or any successor or any similar offices in any other country), including those listed on Schedule I hereto, and all reissues, continuations, divisions, continuations-in-part, renewals or extensions thereof, and the inventions disclosed or claimed therein, including the right to make, use and/or sell the inventions disclosed or claimed therein;


provided, however, that the foregoing pledge assignment and grant of security interest will not cover (i) any lease, license, contract, property rights or agreement to which any Grantor is a party or any of its rights or interests thereunder if the grant of such security interest shall constitute or result in (A) the abandonment, invalidation or unenforceability of any material right, title or interest of such Grantor therein or (B) a breach or termination pursuant to the terms of, or a default under, any such lease, license, contract, property rights or agreement (other than to the extent that any such term would be rendered ineffective pursuant to Sections 9-406 through 9-409 of the Uniform Commercial Code of any relevant jurisdiction or any other applicable law) and (ii) any lease, license, contract, property rights or agreement to which any Grantor is a party or any of its rights or interests thereunder to the extent that any applicable law prohibits the creation of a security interest thereon (other than to the extent that any such provision of applicable law would be rendered ineffective pursuant to Sections 9-406 through 9-409 of the Uniform Commercial Code of any relevant jurisdiction or any other applicable law).

SECTION 3. ***Guarantee and Collateral Agreement.*** The security interests granted to the Collateral Agent herein are granted in furtherance, and not in limitation of, the security interests granted to the Collateral Agent pursuant to the Guarantee and Collateral Agreement and the First Lien Patent Security Agreement dated as of January 27, 2006. Each Grantor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the Patent Collateral are more fully set forth in the Guarantee and Collateral Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein. In the event of any conflict between the terms of this Agreement and the Guarantee and Collateral Agreement, the terms of the Guarantee and Collateral Agreement shall govern.

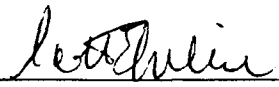
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IN WITNESS WHEREOF, the parties hereto have duly executed this First
Lien Patent Security Agreement as of the day and year first above written.


DELUXE LABORATORIES, INC.,

By 
Name:
Title:

DELUXE DIGITAL MEDIA
MANAGEMENT, INC.,

By 
Name:
Title:

MEDIAVU LLC,

By 
Name:
Title:

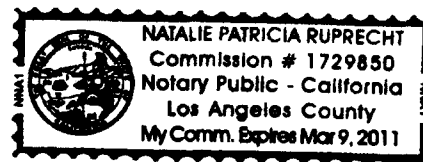
STATE OF California)
COUNTY OF Los Angeles)

SS:

On May 8, 2007, ~~2006~~ before me, the undersigned, a notary public in and for said state and county, personally appeared Scott Ehrlich, personally known to me (or proved to me on the basis of satisfactory evidence), to be the person who executed the within instrument as the E.V.P., on behalf of DELUXE LABORATORIES, INC., a Delaware corporation, the corporation therein named, and acknowledged to me that the corporation executed the within instrument pursuant to its bylaws or a resolution of its board of directors.

WITNESS MY HAND AND OFFICIAL SEAL.

(NOTARIAL STAMP OR SEAL)



Natalie Ruprecht
Notary Public

My Commission Expires: _____

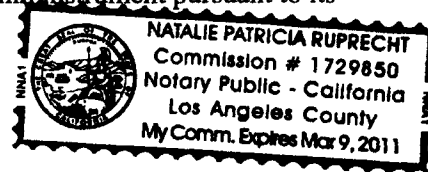
STATE OF California)
COUNTY OF Los Angeles)

SS:

On May 8, 2007, ~~2006~~ before me, the undersigned, a notary public in and for said state and county, personally appeared Scott Ehrlich, personally known to me (or proved to me on the basis of satisfactory evidence), to be the person who executed the within instrument as the E.V.P., on behalf of DELUXE DIGITAL MEDIA MANAGEMENT, INC., a California corporation, the corporation therein named, and acknowledged to me that the corporation executed the within instrument pursuant to its bylaws or a resolution of its board of directors.

WITNESS MY HAND AND OFFICIAL SEAL.

(NOTARIAL STAMP OR SEAL)



Natalie Ruprecht
Notary Public

My Commission Expires: _____

[First Lien Patent Security Agm.]

STATE OF California)
COUNTY OF Los Angeles)

SS:

On May 8, 2007, ~~2006~~ before me, the undersigned, a notary public in and for said state and county, personally appeared Scott Ehrlich, personally known to me (or proved to me on the basis of satisfactory evidence), to be the person who executed the within instrument as the EVP, on behalf of MEDIAVU LLC, a California limited liability company, the company therein named, and acknowledged to me that the company executed the within instrument pursuant to its bylaws or a resolution of its board of directors.

WITNESS MY HAND AND OFFICIAL SEAL.

(NOTARIAL STAMP OR SEAL)



Natalie Ruprecht
Notary Public

My Commission Expires: _____

CREDIT SUISSE, CAYMAN ISLANDS
BRANCH, as Collateral Agent,

By

Name:

Title:


PHILLIP HO
DIRECTOR

By

Name:

Title:


SHAHEEN MALIK
ASSOCIATE

[First Lien Patent Security Agm.]

Schedule I***U.S. Patent Applications*****U.S. PATENT APPLICATIONS OWNED BY *DELUXE LABORATORIES, INC.***

OWNER	PATENT / APPLN. NO. / PUB. NO.	ISSUE / FILING DATE
DELUXE LABORATORIES, INC.	APPLICATION NO. 10/893,508	05/25/2006
DELUXE LABORATORIES, INC.	APPLICATION NO. 11/672,882	02/08/2007

U.S. PATENT APPLICATIONS OWNED BY *DELUXE DIGITAL MEDIA MANAGEMENT INC.*

OWNER	PATENT / APPLN. NO. / PUB. NO.	ISSUE / FILING DATE
DELUXE DIGITAL MEDIA MANAGEMENT, INC.	APPLICATION NO. 10/766,700	01/28/2004
DELUXE DIGITAL MEDIA MANAGEMENT, INC.	APPLICATION NO. 10/766,701	01/28/2004

U.S. PATENT APPLICATIONS OWNED BY *MEDIAVU, LLC*

OWNER	PATENT / APPLN. NO. / PUB. NO.	ISSUE / FILING DATE
MEDIAVU LLC	APPLICATION NO. 11/146,808	06/07/05
MEDIAVU LLC	APPLICATION NO. 11/268,083	11/07/05
MEDIAVU LLC	APPLICATION NO. 10/081,762	03/15/07

Non-U.S. Patents

NON-US PATENTS OWNED BY *DELUXE LABORATORIES, INC.*

OWNER	COUNTRY	PATENT / APPLN. NO. / PUB. NO.	ISSUE / FILING DATE
DELUXE LABORATORIES, INC.	GREAT BRITAIN (EPO)	2415853	11/08/06

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