

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Rand McNally & Company	12/01/2007
RECEIVING PARTY DATA	
Name:	RM Acquisition, LLC
Street Address:	8255 N. Central Avenue
City:	Skokie
State/Country:	ILLINOIS
Postal Code:	60076
PROPERTY NUMBERS Total: 6	
Property Type	Number
Application Number:	11200975
Patent Number:	5419586
Patent Number:	6063227
Patent Number:	5868429
Patent Number:	7274378
Application Number:	11784287
CORRESPONDENCE DATA	
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OP \$240.00 11200975

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Total Attachments: 3

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PATENT ASSIGNMENT

This Patent Assignment dated as of December 1, 2007 (this "Assignment"), is made by Rand McNally & Company, a Delaware corporation ("Assignor"), in favor of RM Acquisition, LLC, a Delaware limited liability company ("Assignee"). Capitalized terms used and not otherwise defined herein shall have the meanings assigned to such terms in the Purchase Agreement (as defined below).

WHEREAS, Assignee, Assignor, and John C. Wheeler, as Lenders' Representative, have entered into that certain Asset Purchase Agreement (the "Purchase Agreement"), pursuant to which Assignor has agreed to sell, convey, assign and transfer to Assignee all of its right, title and interest in and to the Seller IP including, without limitation, the Seller Patents (listed on Schedule A hereto).

NOW, THEREFORE, in consideration of and in exchange for the sum of One Dollar (\$1.00) to it in hand paid by Assignee, and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer, convey and set over to Assignee, the entire right, title and interest in and to:

the Seller Patents;

all foreign patent applications which have been or may be filed that claim priority based on, or present claims in common with, any of the foregoing;

all rights of priority with respect to the foregoing under international conventions, including without limitation the Paris Convention for the Protection of Industrial Property, the International Patent Cooperative Union, the European Patent Convention and the Common Market Convention;

all continuations, continuations-in-part, substitutes and divisions of any of the aforesaid;

all patents, domestic and foreign, granted on any of the applications included in the foregoing; and

all reissues, patents of addition and extensions of and with respect to all patents, domestic and foreign, included in the foregoing;

the same to be held and enjoyed by Assignee for its own use and enjoyment and for the use and enjoyment of its successors, assigns and other legal representatives, to the end of the term or terms for which the Seller Patents are granted, reissued, or extended, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made, together with all claims for damages by reason of past infringement of the Seller Patents, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives.

SCHEDULE A

I. Page Finder Patents

Bound Cartographic Material	U.S. Patent #5,419,586	Issued 5/30/95	Expires 12/15/13
Bound Cartographic Material	Canadian Patent #2,116,425	Issued 4/14/98	Expires 2/24/14
Bound Cartographic Material	Mexican Patent #188186	Issued 3/9/98	Expires 3/30/14

II. EasyFinder Patents

Method of Making Multidirectional, Multiple Fold Laminated Product	U.S. Patent #6,063,227	Issued 5/16/00	Expires 2/3/15
Multidirectional Multiple Fold Laminated Product and Method of Making	U.S. Patent #5,868,429	Issued 2/9/99	Expires 2/3/15
Industrial Model of Two Row, Multi-Section Foldable Laminated Map	Mexican Patent #10020	Issued 3/24/99	Expires 4/22/09
Two Row, Multi-Section Foldable Laminated Map	Canadian Patent (Design) #76,725	Issued 7/6/95	Expired 7/6/05
Two-Row, Multi-Section Foldable Laminated Map	U.S. App. (Design) #29,069,525	Abandoned 4/14/98	

III. Custom View

Customized Wall Map Printing System	U.S. Patent #7,274,378	Issued 9/25/07	Expires 8/28/25
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IV. Route Evaluation

Route Evaluation System	U.S. App. #11/200,975	Application Pending	
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V. Customized Greeting Cards

Customized Greeting Card Printing System	U.S. App. #11/784,287	Application Pending	
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