

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Carlos D. Carbonera	04/01/2008
RECEIVING PARTY DATA	
Name:	Jostens, Inc.
Street Address:	3601 Minnesota Drive
Internal Address:	Suite 400
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55435
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12016881
CORRESPONDENCE DATA	
Fax Number:	(612)340-8856
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	612-492-6514
Email:	nienaber.susan@dorsey.com
Correspondent Name:	Dorsey & Whitney LLP
Address Line 1:	SUITE 1500
Address Line 2:	50 SOUTH SIXTH STREET
Address Line 4:	MINNEAPOLIS, MINNESOTA 55402-1498
ATTORNEY DOCKET NUMBER:	188956/US/2
NAME OF SUBMITTER:	/SMN/
Total Attachments: 1 source=188956 US 2 Assignment#page1.tif	

CH 12016881 \$40.00

500507585

PATENT
REEL: 020767 FRAME: 0126

ASSIGNMENT

Attorney Docket No.:
188956/US/2

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First Named Inventor: Carlos D. Carbonera

Title: **System And Method For Generating
Instructions for Customization**

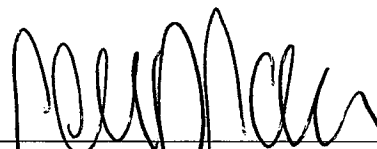
WHEREAS, I, Carlos D. Carbonera, a resident of 1019 Fairview Avenue South, St. Paul, MN 55116, have invented certain new and useful improvements as described in an application entitled **System And Method For Generating Instructions for Customization** for Letters Patent of the United States, the application being identified by the Attorney Docket Number set forth above and/or being identified in the United States Patent and Trademark Office by Application No. 12/016,881, filed January 18, 2008; and

WHEREAS, Jostens, Inc., a corporation organized and existing under the laws of the Minnesota, and having offices at 3601 Minnesota Drive, Suite 400, Minneapolis, MN 55435 ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the invention, the application, and any and all Letters Patent or similar legal protection, foreign or domestic, to be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, we transfer to Assignee, its successors and assigns, our entire right, title, and interest in and to the invention, the above-identified patent application, corresponding domestic applications (including divisionals, continuations, and continuations-in-part), corresponding foreign applications, all Letters Patent or similar legal protection issuing thereon, and all rights and benefits under any applicable treaty or convention; and we authorize the Commissioner of Patents and Trademarks of the United States or foreign equivalent thereof to issue the Letters Patent or similar legal protection to the Assignee.

We authorize the Assignee, its successors and assigns, to insert this instrument the filing date and application number of the application when ascertained. We authorize the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent or similar legal protection, in its own name if desired, in any and all foreign countries.

We represent to the Assignee, its successors and assigns, that we have not and shall not execute any writing or do any act whatsoever conflicting with this Assignment. We, our executors or administrators, will at any time upon request, without additional consideration, but at the expense of the Assignee, its successors and assigns, execute such additional writings and do such additional acts as the Assignee, its successors and assigns, may deem desirable to perfect its enjoyment of this grant, and render all assistance in making application for and obtaining, maintaining, and enforcing the Letters Patent or similar legal protection on the invention in any and all countries.

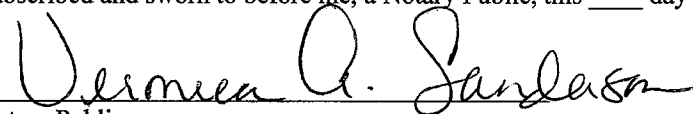


Carlos D. Carbonera

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF MINNESOTA MN)
: SS.
COUNTY OF HENNEPIN)

Subscribed and sworn to before me, a Notary Public, this 1st day of April, 2008.



Notary Public

(SEAL)

