

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Gary Lee Nelson</td> <td>11/02/2009</td> </tr> <tr> <td>Eric J Loring</td> <td>11/03/2009</td> </tr> <tr> <td>Xia Chen</td> <td>12/14/2009</td> </tr> <tr> <td>Timothy M Larson</td> <td>11/06/2009</td> </tr> <tr> <td>Kimberly Susan Noonan</td> <td>11/02/2009</td> </tr> </tbody> </table>		Name	Execution Date	Gary Lee Nelson	11/02/2009	Eric J Loring	11/03/2009	Xia Chen	12/14/2009	Timothy M Larson	11/06/2009	Kimberly Susan Noonan	11/02/2009
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RECEIVING PARTY DATA													
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Jostens, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>3601 Minnesota Drive</td> </tr> <tr> <td>Internal Address:</td> <td>Suite 400</td> </tr> <tr> <td>City:</td> <td>Edina</td> </tr> <tr> <td>State/Country:</td> <td>MINNESOTA</td> </tr> <tr> <td>Postal Code:</td> <td>55435</td> </tr> </table>		Name:	Jostens, Inc.	Street Address:	3601 Minnesota Drive	Internal Address:	Suite 400	City:	Edina	State/Country:	MINNESOTA	Postal Code:	55435
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PROPERTY NUMBERS Total: 1													
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CORRESPONDENCE DATA													
<p>Fax Number: (612)340-8856</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 612-340-2600</p> <p>Email: IPDocket@Dorsey.com</p> <p>Correspondent Name: DORSEY & WHITNEY LLP INTELLECTUAL PROPER</p> <p>Address Line 1: SUITE 1500</p> <p>Address Line 2: 50 SOUTH SIXTH STREET</p> <p>Address Line 4: MINNEAPOLIS, MINNESOTA 55402-1498</p>													
ATTORNEY DOCKET NUMBER:	34379/US/3												

CH \$40.00 12486661

501042639

PATENT
REEL: 023661 FRAME: 0604

NAME OF SUBMITTER:

Jacquelyn K Torborg

Total Attachments: 3

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ASSIGNMENT

[Entity]

Attorney Docket No.:
34379/US/3

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First Named Inventor: Gary Lee Nelson

Title: System and Method for Yearbook Creation

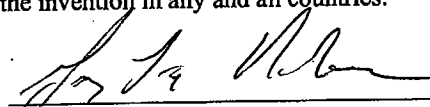
WHEREAS, I, Gary Lee Nelson, residing at 2100 Sumac Lane, Burnsville, Minnesota 55306; I, Eric J. Loring, residing at 3240 NW 34th Street, Topeka, Kansas, 66618; I, Xia Chen, residing at 7611 Gleason Road, Edina, Minnesota 55439; Timothy M. Larson, residing at 15271 Wilds Parkway NW, Prior Lake Minnesota 55372; and Kimberly Susan Noonan, residing at 1963 Omega Drive, Shakopee, Minnesota 55379; have invented certain new and useful improvements as described in an application entitled System and Method for Yearbook Creation 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. 12/486,661, filed June 17, 2009; and

WHEREAS, Jostens, Inc., a corporation organized and existing under the laws of the State of Minnesota, and having offices at 3601 Minnesota Drive, Suite 400, Edina, Minnesota 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, I transfer to Assignee, its successors and assigns, my 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 I 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.

I authorize the Assignee, its successors and assigns, to insert this instrument the filing date and application number of the application when ascertained. I 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.

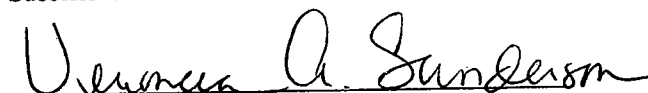
I represent to the Assignee, its successors and assigns, that I have not and shall not execute any writing or do any act whatsoever conflicting with this Assignment. I, my executors or administrators, will at any time upon request, without additional consideration, but at the expense of the Assignee, 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.

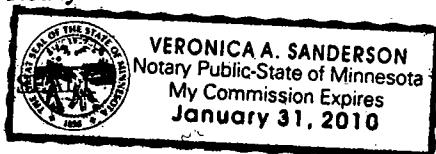

Gary Lee Nelson

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF MINNESOTA)
: SS.
COUNTY OF HENNEPIN)

Subscribed and sworn to before me, a Notary Public, this 2nd day of November, 2009.


Notary Public



[Entity]

Title: System and Method for Yearbook Creation

Eric J. Loring
Eric J. Loring

Xia Chen

Veronica A. Sanderson
Notary Public

 **VERONICA A. SANDERSON**
Notary Public-State of Minnesota
My Commission Expires
January 31, 2010

ASSIGNMENT

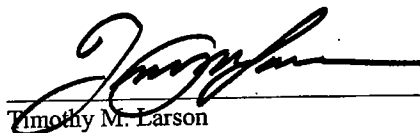
[Entity]

Attorney Docket No.:
34379/US/3

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First Named Inventor: Gary Lee Nelson

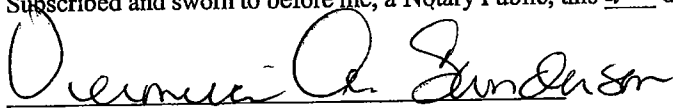
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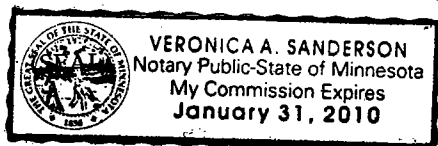

Timothy M. Larson

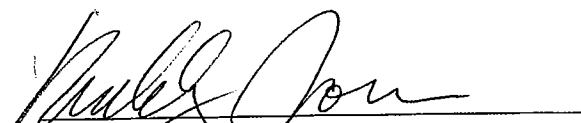
CERTIFICATE OF ACKNOWLEDGMENT

STATE OF MINNESOTA)
: SS.
COUNTY OF HENNEPIN)

Subscribed and sworn to before me, a Notary Public, this 6th day of November, 2009.


Notary Public

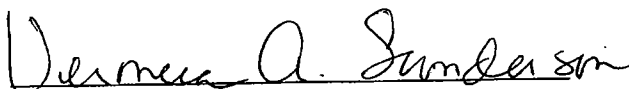


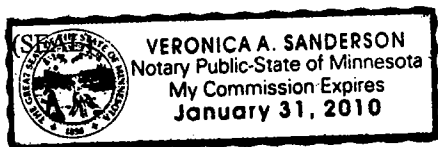

Kimberly Susan Noonan

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: SS.
COUNTY OF HENNEPIN)

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Notary Public



PATENT

RECORDED: 12/16/2009

REEL: 023661 FRAME: 0608