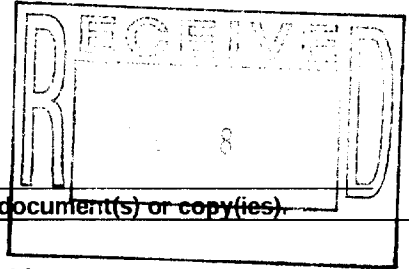


07-12-1999



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RECORDATION COVER SHEET  
TRADEMARKS ONLY



78-99

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
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Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
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Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year \_\_\_\_\_
- Merger
- Change of Name
- Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name JOSTENS FOUNDATION, INC.

05/24/1999

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization \_\_\_\_\_

Receiving Party

Mark if additional names of receiving parties attached

Name JOSTENS, INC.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 5501 NORMAN CENTER DRIVE

Address (line 2) \_\_\_\_\_

Address (line 3) MINNEAPOLIS  
City

MN  
State/Country

55437  
Zip Code

- Individual  General Partnership  Limited Partnership
- Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization MN

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

07/09/1999 MTHAI1 00000204 1722691

FOR OFFICE USE ONLY

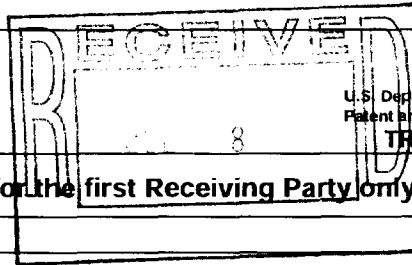
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40.00 DP

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**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1,722,691"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

DIANA K. WEBER

Name of Person Signing

Diana K. Weber

Signature

6/11/99

Date Signed

**ASSIGNMENT OF TRADEMARK**

STATE OF MINNESOTA

COUNTY OF HENNEPIN

WHEREAS, The Jostens Foundation, Inc. located at 5501 Norman Center Drive, Minneapolis, MN 55437, is the owner of trademark number 1,722,691 for RENAISSANCE (and design) registered October 6, 1992 (the "Mark");

WHEREAS, Jostens, Inc. of 5501 Norman Center Drive, Minneapolis, MN 55437 desires to acquire the Mark;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, The Jostens Foundation, Inc. does hereby assign unto Jostens, Inc. all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks.

THE JOSTENS FOUNDATION, INC.

Dated: 5/24/99

BY: Lory Sutton  
Lory Sutton  
Executive Director

STATE OF MINNESOTA

COUNTY OF HENNEPIN

On this 24<sup>th</sup> day of May 1999, personally appeared Lory Sutton to me known and known to me to be the Executive Director of The Jostens Foundation, Inc., the assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said assignor and pursuant to authority duly received.

*Katherine A. Hines*

