

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	12/08/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Herff Jones Company of Indiana, Inc.		12/11/2008	CORPORATION: INDIANA

RECEIVING PARTY DATA

Name:	Herff Jones, Inc.
Street Address:	4501 W. 62nd Street
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46268
Entity Type:	CORPORATION: INDIANA

PROPERTY NUMBERS Total: 51

Property Type	Number	Word Mark
Registration Number:	3444511	ACTIVE CHEMISTRY
Registration Number:	2360984	ACTIVE PHYSICS
Registration Number:	3275136	ACTIVE PHYSICS
Registration Number:	1233483	ASTRA-DYNALITE
Registration Number:	1229592	ASTRALITE
Registration Number:	1055521	BALE
Registration Number:	1407634	BPA
Registration Number:	0901233	COLLEGIATE
Registration Number:	0903047	COLLEGIATE
Registration Number:	2524984	COLLEGIATE APPAREL
Registration Number:	2527978	COLLEGIATE FRAMES
Registration Number:	3399738	CRIMSON GOLD

CH \$1290.00 3444511

900131516

**TRADEMARK
 REEL: 003967 FRAME: 0979**

Registration Number:	2438204	DAVOR
Registration Number:	2923273	DELMAR
Registration Number:	2215368	EXPLORING WHERE & WHY
Registration Number:	3255098	EXTREME SILVER
Registration Number:	2837308	EZPORTRAITS
Registration Number:	1711594	FRESHMAN RECORD
Registration Number:	1271361	FRESHMAN REGISTER
Registration Number:	1838081	GOLDNET
Registration Number:	1247648	HERFF JONES
Registration Number:	1837393	HERFF JONES
Registration Number:	1839684	HERFF JONES
Registration Number:	1837226	HERFF JONES
Registration Number:	1837227	HERFF JONES
Registration Number:	1222531	HJ
Registration Number:	1836766	HJ
Registration Number:	1837362	HJ
Registration Number:	1837133	HJ
Registration Number:	1833014	HJ
Registration Number:	1837089	HJ
Registration Number:	1268584	HJ ULT
Registration Number:	2093760	IMAGE PAK
Registration Number:	2538451	IT'S ABOUT TIME
Registration Number:	1991419	LOGOART
Registration Number:	3569091	LOGOART
Registration Number:	2169260	MATH CONNECTIONS
Registration Number:	3529497	MIDDLE SCHOOL INQUIRY SCIENCE
Registration Number:	2467293	NEW STUDENT RECORD
Registration Number:	2456822	OUR YEAR
Serial Number:	77406225	ACADEMIC E PRESS
Serial Number:	77406223	ACADEMICEXPRESS
Serial Number:	77061050	BELIEVE IN U
Serial Number:	77548438	IMAGEIN
Registration Number:	3529496	PROJECT-BASED LIFE SCIENCE
Registration Number:	1676741	REUNION RECORD
Registration Number:	2732157	THE RECORD PROGRAMS

Registration Number:	3482176	THIN MAN
Registration Number:	1033810	ULTRIUM
Serial Number:	77062705	STRAIGHT UP GET HOME SAFELY
Registration Number:	1839293	HERFF JONES

CORRESPONDENCE DATA

Fax Number: (317)231-7433
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 3172311313
Email: dwong@btlaw.com
Correspondent Name: David A.W. Wong
Address Line 1: 11 South Meridian Street
Address Line 2: Barnes & Thornburg LLP
Address Line 4: Indianapolis, INDIANA 46204

ATTORNEY DOCKET NUMBER:	2799-500
NAME OF SUBMITTER:	David A.W. Wong
Signature:	/dwong/
Date:	04/10/2009

Total Attachments: 1
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**State of Indiana
Office of the Secretary of State**

CERTIFICATE OF MERGER

of

HERFF JONES, INC.

I, TODD ROKITA, Secretary of State of Indiana, hereby certify that Articles of Merger of the above For-Profit Domestic Corporation have been presented to me at my office, accompanied by the fees prescribed by law and that the documentation presented conforms to law as prescribed by the provisions of the Indiana Business Corporation Law.

The following non-surviving entity(s):

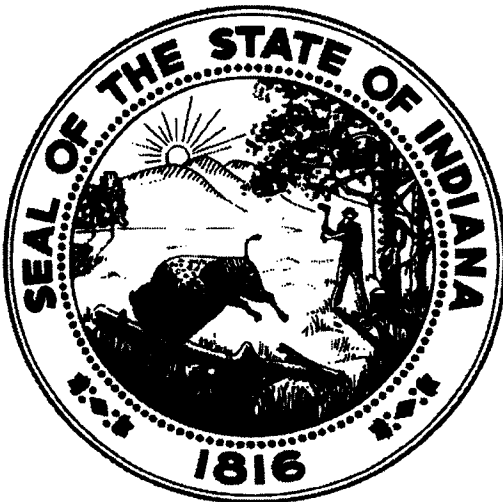
THE HERFF JONES COMPANY OF INDIANA, INC.

a(n) For-Profit Domestic Corporation

merged with and into the surviving entity:

HERFF JONES, INC.

NOW, THEREFORE, with this document I certify that said transaction will become effective Wednesday, December 31, 2008.



In Witness Whereof, I have caused to be affixed my signature and the seal of the State of Indiana, at the City of Indianapolis, December 12, 2008.

A handwritten signature in black ink that reads "Todd Rokita".

TODD ROKITA,
SECRETARY OF STATE

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