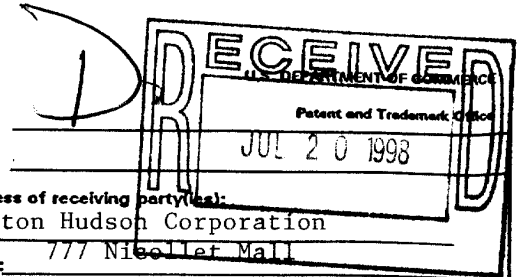


08-07-1998



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MRD 7-20-98

To the Honorable Commissioner of Patents and Trademarks

1. Name of conveying party(ies):

The Paper Magic Group, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies):

Name: Dayton Hudson Corporation

Internal Address: 777 Nicollet Mall

Street Address:

City: Minneapolis State: MN ZIP: 55402

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Minnesota
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designation must be a separate document from Assignment)

Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 6/3/98

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,027,945

Additional Application/Registration Numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Charles N. Quinn, Esquire

Address: DANN, DORFMAN, HERRELL AND SKILLMAN, P.C.

1601 Market Street, Suite 720

Philadelphia, Pennsylvania 19103-2307

Telephone: (215) 563-4100

Facsimile: (215) 563-4044

6. Total number of applications and registrations involved:.....

1

7. Total Fee (37 CFR 3.41).....\$ 40.00

Enclosed

Authorized to be charged to deposit account

8. In the event a fee is required and is not enclosed, or the check enclosed is improper, or the fee calculation is in error, the Commissioner is authorized to charge any underpayment or credit any overpayment to the account of the undersigned attorneys. A duplicate copy of this sheet is enclosed.

Deposit Account Number: 04-1406

DO NOT USE THIS SPACE

3. 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.

Charles N. Quinn

7/20/98

Name of Attorney Signing

Signature of Attorney

Date

Total number of pages comprising cover sheet: \_\_\_\_\_

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40.00 00

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, DC 20231

TRADEMARK

REEL: 1764 FRAME: 0177

THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignment of A Mark and Registration  
on the Principal Register

Mark : CHRISTMAS ORIGINALS  
Registration : 1,027,945  
Renewed : December 23, 1995  
International Class : 16  
First Use : 1965  
First Use in Commerce : 1965  
For : Greeting cards.

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1601 Market Street, Suite 720  
Philadelphia, PA 19103  
215-563-4100  
Docket 1139-95  
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ASSIGNMENT

The Paper Magic Group, Inc., a Delaware corporation, having a place of business at Suite 1120, 1105 North Market Street, Wilmington, Delaware, 19801, owns common law rights in the mark CHRISTMAS ORIGINALS for use on and in connection with greeting cards in the United States of America, owns United States trademark registration 1,027,945 for the mark CHRISTMAS ORIGINALS, as referenced above for use on and in connection with greeting cards in the United States of America and owns goodwill ancillary to and associated with such common law and registered marks, which goodwill has resulted from use of such common law and registered marks on and in connection with the sale of greeting cards in the

United States of America.

Dayton Hudson Corporation, a Minnesota corporation, having offices at 777 Nicollet Mall, Minneapolis, Minnesota, 55402, desires to acquire such common law mark CHRISTMAS ORIGINALS, United States registration 1,027,945 for the mark CHRISTMAS ORIGINALS and the goodwill of the business ancillary to, associated with and symbolized by those marks.

NOW THEREFORE, For one dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, The Paper Magic Group, Inc. hereby assigns to Dayton Hudson Corporation United States trademark registration 1,027,945 for the mark CHRISTMAS ORIGINALS, all common law rights extant in the United States for the mark CHRISTMAS ORIGINALS together with the goodwill of the business ancillary to and associated with such marks, which goodwill has resulted from the use of such marks on and in connection with greeting cards in interstate commerce in the United States of America.

The Paper Magic Group, Inc.

By: *J. J. Nucero*  
(signature)

*John J. Nucero*  
(name printed)

*Senior Vice President*  
(title)

Date: *6/2/98*