

08-27-1998

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FORM PTO-1594
1-31-92 □



RE. 100807007
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

8/19/98

BOX ASSIGNMENTS, Commissioner of Patents and Trademarks, Washington, D.C. 20231
Please record and index the attached original documents or copy thereof.

1. Name of conveying party(ies): M&I MARSHALL & ILSLEY BANK
State of Wisconsin Corporation

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

Address: 8400 Fairway Place
City: Middleton State: WI Zip: 53562

3. Nature of Conveyance: Release of Collateral Assignment
Execution Date: July 8, 1998

Type of Company: Corporation
Corporation-State: Wisconsin

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

4. A. Trademark Application No.(s) B. Trademark Registration No.(s) See Attached

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Menzi L. Behrnd-Klodt
Pleasant Company
8400 Fairway Place
Middleton, WI 53562

6. Total number of applications and registrations involved: 10

7. Total fee (37 CFR 3.41):.....\$265.00

Enclosed
 Deficiencies in fee charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. 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.

Menzi L. Behrnd-Klodt
Name of Person Signing

Menzi Behrnd-Klodt
Signature

7-28-98
Date

Total number of pages including cover sheet, attachments, and document: 4

40.00 DP
225.00 DP

OMB No. 0651-0011 (exp. 4/94)TFORM/TMASSIGN

Attorney File

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0824/1998 JMRKINS 0000071

United States Postal Service Express Mail Mailing Label No.

TRADEMARK
REEL: 1774 FRAME: 0802

<u>Mark</u>	<u>Reg. No.</u>
PLEASANT COMPANY and design	1,648,128
PORTFOLIO OF PASTIMES	1,649,444
KIRSTEN	1,577,718
THE AMERICAN GIRLS COLLECTION	1,506,148
PASTIMES	1,465,414
PASTIMES and design	1,454,244
PLEASANT COMPANY	1,442,214
PLEASANT COMPANY and design	1,444,240
PLEASANT COMPANY	1,442,068
PLEASANT COMPANY and design	1,467,278

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Pleasant Company
Secured Party: M&I Marshall & Ilsley Bank
Original Reel/Frame No.: 0861/0180
Recorded On: April 24, 1992
Corrective Reel/Frame No.: 1070/0464
Recorded On: November 15, 1993

NOTICE OF RELEASE OF
COLLATERAL ASSIGNMENT (Trademarks)

Box Assignments
Commissioner of Patents and Trademarks
Washington DC 20231

Dear Sir:

Notice is hereby given that the security interest in the trademarks and trademark registrations listed below (and in the goodwill of the business symbolized by said trademarks and registrations thereof) is released as of the date indicated below.

<u>Mark</u>	<u>Reg. No.</u>
PLEASANT COMPANY and Design	1,648,128
PORTFOLIO OF PASTIMES	1,649,444
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PLEASANT COMPANY	1,442,068
PLEASANT COMPANY and Design	1,467,278

Date: July 8, 1998

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TRADEMARK
REEL: 1774 FRAME: 0804

Respectfully submitted,

M&I Marshall & Ilsley Bank

By: Stephen F. Geimer
Name: STEPHEN F. GEIMER
Title: VICE PRESIDENT

ATTEST:

By: Douglas S. Nelson
Name: Douglas S. Nelson
Title: VICE PRESIDENT

STATE OF WISCONSIN)
)
MILWAUKEE COUNTY)

Personally came before me this 8th day of July, 1998, the above named individuals, to me known to be the persons who executed the foregoing instrument and acknowledged the same.

John Deutch
Notary Public, State of Wisconsin
My commission expires: 5-3-99

(SEAL)