

01-05-1999

Form PTO-1594 RE

U.S. Department of Commerce  
Patent and Trademark Office



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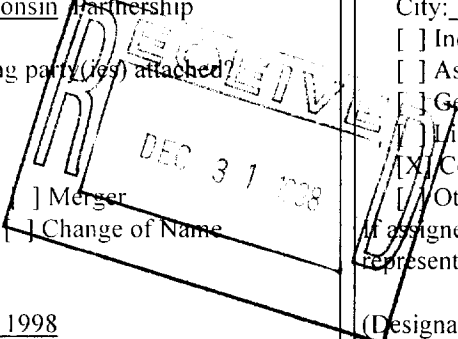
meo 12-31-98

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
The Paper Factory of Wisconsin, Inc.  
 Individual(s)       Association  
 General Partnership       Limited  
 Corporation-State Wisconsin Partnership  
 Other:  
Additional name(s) of conveying party(ies) attached?  
 Yes     No

3. Nature of conveyance:  
 Assignment       Merger  
 Security Agreement       Change of Name  
 Other

Execution Date: September 2, 1998



2. Name and address of receiving party(ies):  
Name: Party Concepts, Inc.  
Internal Address:  
Street Address: 4455 W. Lawrence Street  
City: Appleton State: WI Zip: 54914  
 Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation-State Wisconsin  
 Other  
If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designations must be a separate document from Assignment) Additional names(s) & address(es) attached?  
 Yes  No

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)

Additional numbers

B. Trademark registration No.(s)  
1,517,587      1,766,370  
2,113,189      1,767,451  
2,009,146  
1,755,915  
attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Derek C. Stettner  
Godfrey & Kahn, S.C.  
Internal Address:  
Street Address: 780 North Water Street  
City: Milwaukee State: WI Zip: 53202

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

7. Total fee (37 CFR 3.41): .....\$165.00  
 Enclosed  
 Authorized to be charged to deposit account for any deficiencies

8. Deposit account number: 07-1509  
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

01/05/1999 DNGUYEN 00000064 1517587  
01 FC:481      40.00 CP  
02 FC:482      125.00 CP

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.*

Derek C. Stettner      [Signature]      12/8/98  
Name of Person Signing      Signature      Date

Total Number of pages comprising cover sheet: [ 1 ]

-L008428872US

TRADEMARK  
REEL: 1835 FRAME: 0521

ASSIGNMENT AGREEMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, THE PAPER FACTORY OF WISCONSIN, INC., a Wisconsin corporation (the "Seller"), does hereby grant, bargain, sell, transfer, assign, convey, set over and deliver unto PARTY CONCEPTS, INC., a Wisconsin corporation (the "Buyer"), its successors and assigns, all of the right, title and interest of Seller in and to all of the Acquired Assets (as defined in the Asset Purchase Agreement dated as of the date hereof between the Buyer and the Seller (the "Asset Purchase Agreement")), including, without limitation:

All product specifications, product designs, drawings, blueprints, know-how, patents, patent applications, trade names, trademarks, trademark registrations and any applications therefor, copyrights, copyright registrations and applications therefor, whether issued or pending, including without limitation, all right, title and interest in and to the name "Paper Factory," "Greetings 'N' More," "Paper Outlet," "Great Party" or any variations or derivatives thereof, and all goodwill associated therewith and those items listed on Exhibit A attached hereto and all inventions, improvements, secret processes, formulae, trade secrets and technical knowledge and all other similar interests to which the Seller has any right of ownership, use or otherwise.

IN WITNESS WHEREOF, Seller has executed this Assignment Agreement this 2nd day of September, 1998.

SELLER:

THE PAPER FACTORY OF WISCONSIN, INC.

By: *[Signature]*  
Title: *Vice President*

*Connecticut*  
STATE OF ~~WISCONSIN~~ )  
*Fairfield* ) SS.  
COUNTY OF ~~MILWAUKEE~~ )

*Kenneth S. Greenberg*

On the 2nd day of September, 1998, personally appeared before me \_\_\_\_\_ who stated that he is the *Vice President* of The Paper Factory of Wisconsin, Inc. and acknowledged that he executed the above instrument as the act and deed of The Paper Factory of Wisconsin, Inc. for the purposes herein set forth.

*Robin M. Santarsiero*  
NOTARY PUBLIC

My commission expires:  
MW2-148624-2

**ROBIN M. SANTARSIERO**  
**NOTARY PUBLIC**  
MY COMMISSION EXPIRES AUG. 31, 2003