

10-25-2000



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10-13-00

REC-101496492
FORM COVER SHEET
TRADEMARKS ONLY

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

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
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

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other

~~XXXXXX~~ Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country Zip Code

- Individual General Partnership Limited Partnership 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.)
- Corporation Association
- Other

~~XXXXXXXX~~ Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practices. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

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)

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.

Laura J. Hein

Laura J. Hein

10/13/00

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF APPLICATIONS FOR REGISTRATION

WHEREAS, Artistic Greetings, Inc. ("Assignor"), a New York corporation, with principal offices located at The Komer Center, 146 West Water Street, Elmira, New York 14910, has adopted and is using the marks for which said assignor has filed applications in the United States Patent and Trademark Office for Registration, as identified in Exhibit A;

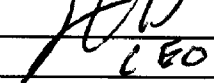
and

WHEREAS, Holland USA, Inc. ("Assignee"), a Minnesota corporation with principal offices located at 1725 Roe Crest Drive, North Mankato, Minnesota 56002, is desirous of acquiring said marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Artistic Greetings, Inc. does hereby assign unto the said Holland U.S.A., Inc., all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks, and the applications for registration of said marks identified in Exhibit A.

The Commissioner of Patents and Trademarks is requested to issue the Certificates of Registration to said assignee.

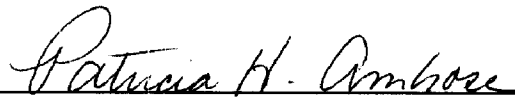
ARTISTIC GREETINGS, INC.

By 

STATE OF Massachusetts)
) ss.
COUNTY OF Essex)

The foregoing was acknowledged before me this 11th day of September, 2000, by Thomas C. Wycliff the CEO of Artistic Greetings, Inc., a corporation under the laws of New York, on behalf of the corporation.

(NOTARIAL STAMP OR SEAL)


Signature of person taking Acknowledgment

1002/12/2001

EXHIBIT A

<u>Trademark/Service Mark</u>	<u>Application No.</u>	<u>Filing Date</u>	<u>Class</u>
CHECKS BY ARTISTIC GREETINGS	74/387,010	05/06/93	16
MY #1 TEAM	74/387,922	05/10/93	16
PERSONAL CHOICE	74/519,075	05/02/94	16
STICK WITH THE ORIGINAL	75/410,975	12/26/97	16
ARTISTIC LABELS CREATIVE SOLUTIONS FOR YOUR HOME/OFFICE COMMUNICATION NEEDS AND DESIGN	75/439,862	02/25/98	16

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