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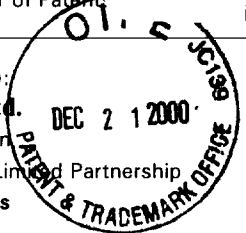
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original document or copy thereof.

1. Name of conveying party(ies):

The Bradford Exchange, Ltd.

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



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

Name: **Van Hygan & Smythe, Inc.**

Address: **9333 Milwaukee Avenue**

City: **Niles** State: **IL** ZIP: **60714**

Additional name(s) of conveying party(ies) attached

Yes No

- Individual(s) citizenship
- Association

- General Partnership
- Limited Partnership

- Corporation-State **Illinois**
- Other

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- 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)

Execution Date: **February 28, 2000**

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

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

A. Trademark Application No.(s): **75578414**
75578415

B. Trademark registration No(s):

Additional numbers attached? Yes No

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

Harvey C. Gordon
9333 Milwaukee Ave.
Niles, IL 60714-1303
(847) 581-8354

7. Total fee: **\$ 80**

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: **02- 3561** *Sona M Porter*
(Attach duplicate copy of this page if paying by deposit account)

9. Statement and signature

To the best of my knowledge and belief, the forgoing information is true and correct and any attached copy is a true copy of the original document.

Harvey C. Gordon

Harvey C. Gordon
Signature

12/15/2000

Name of Person Signing

Date

Total number of pages including cover sheet, attachments, and document: 2

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

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231



TRADEMARK
REEL: 2212 FRAME: 0866

DEED OF ASSIGNMENT

WHEREAS, The Bradford Exchange, Ltd. (Assignor) a Delaware corporation located at 9333 Milwaukee Avenue, Niles, Illinois 60714, is the sole owner of the the U.S. trademark applications listed below:

<u>Serial Number</u>	<u>Mark</u>
75-578414	ART EDITIONS ORNAMENT BOXES
75-578415	ART EDITIONS PHOTO BOXES

WHEREAS, Van Hygan & Smythe, Inc. (Assignee), an Illinois corporation, also located and doing business at 9333 Milwaukee Avenue, Niles, Illinois 60714, wishes to acquire all right, title and interest to said marks and the good will associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee, nunc pro tunc as of January 14, 1999, all right, title and interest in said marks and the good will of the business associated therewith.

The Bradford Exchange, Ltd.

By: *Leslie Joyce*
Leslie Joyce
Vice President

Date: *February 28, 2000*

STATE OF ILLINOIS)
) SS
STATE OF ILLINOIS)

Signed and sworn before me this *29th* day of *February*, 2000, by Leslie Joyce known to me to be an officer of The Bradford Exchange, Ltd. and to have authority to sign this document.



Mary Ann La Rue
Notary Public