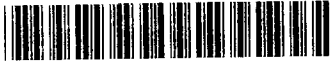


08-27-2001

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)



U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies):

8.2101

PLEASANT COMPANY

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State WISCONSIN
- 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: AUGUST 2, 2001

2. Name and address of receiving party(ies)

Name: DADS AND DAUGHTERS

Internal Address: _____

Street Address: 32 EAST FIRST STREET

City: DULUTH State: MN Zip: 55802

- 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
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

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

A. Trademark Application No.(s)

75/603760

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: Martha M. Markusen

Internal Address: Suite 700

Fryberger Law Firm

Street Address: 302 West Superior Street

City: Duluth State: MN Zip: 55802

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. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

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.

Martha M. Markusen

Name of Person Signing

Signature

8/20/2001

Date

08/27/2001 DBYRNE 00000013 75603760

Total number of pages including cover sheet, attachments, and document: 40.00

01 FC:481

Documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002355 FRAME: 0709

TRADEMARK ASSIGNMENT

WHEREAS Pleasant Company, a Wisconsin corporation located at 8400 Fairway Place, Middletown, Wisconsin 53562 (the "Assignor") is the sole and exclusive owner of all right, title and interest in and to the trademark *DAUGHTERS* filed with the United States Patent and Trademark Office as Serial No. 75/603730 on December 11, 1998 (the "Mark"); and

WHEREAS, Dads and Daughters, a Minnesota corporation, located at 32 East First Street, Duluth, Minnesota 55802 (the "Assignee") is desirous of acquiring all right, title and interest in the above-referenced Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee, the entire right, title and interest of Assignor in and to said Mark, together with the business and goodwill of the business in connection with which the aforesaid Mark has been used and which is symbolized by the Mark, along with the right to recover for damages and profits for past infringements thereof.

In WITNESS WHEREOF, the undersigned has executed this Assignment effective as of _

August 2nd, 2001.

PLEASANT COMPANY,
a Wisconsin corporation

By Judith P. Woodman
Its: Vice President / Publications

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