

Form PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)  
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### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

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

1. Name of conveying party(ies):  
Artistic Greetings Incorporated

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State  
 Other Delaware

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: Holland USA, Inc.  
Internal  
Address: \_\_\_\_\_  
Street Address: 1725 Roe Crest Drive  
City: North Mankato State: MN Zip: 56002

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

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

10/13/2000, R/F 002161/0192 (4 pgs)

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

B. Trademark Registration No.(s) 1806730;  
1830329; 1840474

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Gwen Spurrier  
 Internal Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Street Address: P.O. Box 2906  
 \_\_\_\_\_  
 City: Minneapolis State: MN Zip: 55402-0906


6. Total number of applications and registrations involved: ..... 3

7. Total fee (37 CFR 3.41).....\$ 90.00

Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
500937

DO NOT USE THIS SPACE

9. Signature.  
Gwen D. Spurrier                                            March 5, 2003  
 Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments, and document: 7

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



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REGISTRATION FORM COVER SHEET  
TRADEMARKS ONLY

10-13-00

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

<b>Submission Type</b> <input checked="" type="checkbox"/> New <input type="checkbox"/> Resubmission (Non-Recordation) Document ID # _____ <input type="checkbox"/> Correction of PTO Error Reel # _____ Frame # _____ <input type="checkbox"/> Corrective Document Reel # _____ Frame # _____	<b>Conveyance Type</b> <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> License <input type="checkbox"/> Security Agreement <input type="checkbox"/> Nunc Pro Tunc Assignment Effective Date Month Day Year <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____
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**Conveying Party**  Mark if additional names of conveying parties attached

Name Artistic Greetings, Inc. Execution Date 09 11 2000  
 Formerly \_\_\_\_\_

Individual  General Partnership  Limited Partnership  Corporation  Association  
 Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization New York

**Receiving Party**  Mark if additional names of receiving parties attached

Name Holland USA, Inc.

DBA/AKA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 1725 Roe Crest Drive

Address (line 2) \_\_\_\_\_

Address (line 3) North Mankato Minnesota 56002  
City State/Country Zip Code

Individual  General Partnership  Limited Partnership  Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Minnesota

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.)

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25.00 07

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 (0421-0037), Washington, D.C. 20503. See OMB Information Collection Budget Package 0021-0037, 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

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EXPIRES 08/31/07  
OMB 0951-0027

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**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)**

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1806730"/>	<input type="text" value="1830329"/>	<input type="text" value="1840474"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1859160"/>	<input type="text" value="1926042"/>	<input type="text" value="2057781"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:  
Deposit Account

Enclosed  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  
Name of Person Signing

*Laura J. Hein*  
Signature

10/13/00  
Date Signed

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ASSIGNMENT OF REGISTRATION

WHEREAS, Artistic Greetings, Inc. ("Assignor"), a Delaware corporation, with principal offices located at The Komer Center, 146 West Water Street, Elmira, New York 14910, has adopted, used, and is using the marks which are registered in the United States Patent and Trademark Office, 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 and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Artistic Greetings, Inc. does hereby assign unto said Holland USA, 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 registrations thereof identified in Exhibit A.

ARTISTIC GREETINGS, INC.

By \_\_\_\_\_ *JAH* / *CEO* \_\_\_\_\_

STATE OF Massachusetts )  
COUNTY OF Essex ) ss.

The foregoing was acknowledged before me this 11<sup>th</sup> day of September, 2000, by Thomas C. Wyckoff the CEO of Artistic Greetings, Inc., a corporation under the laws of Delaware, on behalf of the corporation.

(NOTARIAL STAMP OR SEAL)

Patricia H. Ambrose  
Signature of person taking Acknowledgment

*10/21/00*

COPY

TRADEMARK  
REEL: 2614 FRAME: 0859

**EXHIBIT A**

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>	<u>Class</u>
MINI PRINTER	1,806,730	11/23/93	16
ARTISTIC GREETINGS	1,830,329	04/12/94	16
ULTIMATE NAME LABEL	1,840,474	06/21/94	16
POETIC NAME 'N FRAME	1,859,160	10/18/94	16
THE PERSONAL TOUCH	1,926,042	10/10/95	42
BY A LOT-SAVE EVEN MORE	2,057,781	04/29/97	16

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