

01-29-2003



Form PTO-1594 (Rev. 10/02)

OMB No. 0651-0027 (exp. 6/30/2005)

Tab settings

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DEPARTMENT OF COMMERCE I.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): 1-28-03
 Albecca, Inc.

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

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

2. Name and address of receiving party(ies)
 Name: Columbia Insurance Company
 Internal
 Address: _____
 Street Address: 3024 Harney Street
 City: Omaha State: NE Zip: 68131

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Nebraska
 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 _____

Execution Date: 12/20/2002

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

B. Trademark Registration No.(s) See Schedule A

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Thomas L. Holt
 Internal Address: Brinks Hofer Gilson & Lione

 Street Address: P.O. Box 10395

 City: Chicago State: IL Zip: 60610

6. Total number of applications and registrations involved: 22

7. Total fee (37 CFR 3.41).....\$ 565.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: _____

01/29/2003 DBYRNE 00000019 2167656

DO NOT USE THIS SPACE

01 FC: 529 Signature. 40.00 OP
02 FC: 522 525.00 OP

Thomas L. Holt
Name of Person Signing

Signature

1/22/03
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 Patent & Trademarks, Box Assignments
Washington, D.C. 20231

SCHEDULE A

	REGISTRATION NUMBER
STRADIVARIUS	2,167,656
ARTIQUE	2,183,049
KENSINGTON	2,195,653
CASTILLANO	2,228,090
PRADO	2,317,695
AUBUSSON	2,265,584
ADDING ARTISTRY TO ART WARMTH TO LIVING	2,270,257
BELGIQUE	2,280,519
CORTONA	2,319,768
CLARK	1,228,766
Design Mark	1,426,604
LARSON-JUHL	2,112,132
CLARK	2,238,175
MEDICI	2,369,556
CUSTOM FRAMES THE BEAUTY OF YOUR HOME	2,367,913
MAJOLICA	2,479,078
MALABAR	2,370,954
VALAGIO	2,417,536
DAMIRA	2,426,796
PRIMITIVE	2,532,026
TAICHANG	2,536,343
PRAGUE	2,536,344

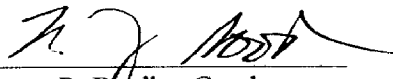
FEDERAL TRADEMARK ASSIGNMENT

WHEREAS, **ALBECCA, INC.**, a corporation organized and existing under the laws of Georgia ("Albecca"), is the owner of the United States trademarks/service marks and applications/registrations shown on the attached list; and

WHEREAS, **COLUMBIA INSURANCE COMPANY**, a corporation organized and existing under the laws of Nebraska ("Columbia"), desires to acquire said United States trademarks/service marks and the applications/registrations therefor;


NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Albecca does hereby assign, set over and transfer to Columbia, its successors and assigns, the entire right, title and interest in and to each of said United States trademarks/service marks, together with the goodwill of the business associated therewith, and the applications/registrations therefor, effective January 1, 2003.

ALBECCA, INC.

By: 
R. Bradley Goodson
Senior Vice President Finance & CFO

STATE OF GEORGIA)
) ss.
COUNTY OF GWINNETT)

On this 20th day of December, 2002 before me, a Notary Public in and for the County aforesaid, personally appeared **R. Bradley Goodson**, personally known to me and known to me to be the person whose name is subscribed to the foregoing instrument, who stated that he was the **Senior Vice President Finance & CFO** of **ALBECCA, INC.**, and that he had been duly authorized by the Board of Directors of said corporation to execute the foregoing instrument under said authority.


Notary Public

My Commission Expires

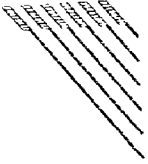
Notary Public, Gwinnett County, Georgia
My Commission Expires April 22, 2003

SCHEDULE - ALBECCA, INC. U.S. TRADEMARK/SERVICE MARK REGISTRATIONS

MARK	SERIAL NO. -- FILING DATE	GOODS & SERVICES	REG. NO. -- REG. DATE	N&R REF. NO.	STATUS	REGISTRANT / APPLICANT
STRADIVARIUS	75-312191 06/20/1997	Picture frames	2,167,656 06/23/1998	12060.1000	Registered	Albecca, Inc.
ARTIQUE	75-312729 06/23/1997	Picture framing materials, namely, matboards	2,183,049 08/18/1998	12060.1002	Registered	Albecca, Inc.
KENSINGTON	75-344572 08/21/1997	Picture frames	2,195,653 10/13/1998	12060.1003	Registered	Albecca, Inc.
CASTILLANO	75-407791 12/18/1997	Picture frames	2,228,090 03/02/1999	12060.1006	Registered	Albecca, Inc.
PRADO	75-403852 12/11/1997	Picture frames	2,317,695 02/15/2000	12060.1007	Registered	Albecca, Inc.
AUBUSSON	75-357656 09/16/1997	Picture frames	2,265,584 07/27/1999	12060.1010	Registered	Albecca, Inc.
ADDING ARTISTRY TO ART WARMTH TO LIVING	75-363939 09/26/1997	Retail store and mail order catalog services featuring custom picture frames and related hanging hardware	2,270,257 08/17/1999	12060.1012	Registered	Albecca, Inc.
BELGIQUE	75-380419 10/28/1997	picture framing materials, namely fabric covered picture frame liners in the nature of picture framing mat boards	2,280,519 09/28/1999	12060.1013	Registered	Albecca, Inc.

TRADEMARK

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MARK	SERIAL NO. FILING DATE	GOODS & SERVICES	REG. NO. REG. DATE	N&R REF. NO.	STATUS	REGISTRANT / APPLICANT
CORTONA	75-414603 01/07/1998	Picture frames	2,319,768 02/15/2000	12060.1014	Registered	Albecca, Inc.
CLARK	73-228646 08/23/1979	Distributorship services in the field of pre-cut picture mouldings	1,228,766 02/22/83	12060.1016	Registered	Albecca, Inc. (Original owner Clark Moulding Co., Inc.; assigned to Larson-Juhl, Inc. now by name change Albecca, Inc.)
	73-603480 06/10/1986	Picture frames	1,426,604 01/27/87	12060.1017	Registered	Albecca, Inc. (Original owner Clark Moulding Co., Inc.; assigned to Larson-Juhl, Inc. now by name change Albecca, Inc.)
LARSON-JUHL TRADEMARK	75-182631 10/08/1996	Picture frames, moldings (mouldings) for picture frames, picture frame brackets, picture frames of wood, of plastics, of metal, of aluminum	2,112,132 11/11/1997	12060.1020	Registered	Albecca, Inc.

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MARK	SERIAL NO. -- FILING DATE	GOODS & SERVICES	REG. NO. -- REG. DATE	N&R REF. NO.	STATUS	REGISTRANT / APPLICANT
CLARK	75-312007 06/19/1997	Picture frames, moldings (moldings) for picture frames, picture frame brackets, picture frames of wood, of plastics, of metal, of aluminum	2,238,175 04/13/1999	12060.1021	Registered	Albecca, Inc.
MEDICI	75-613257 12/29/1998	Picture frame moldings	2,369,556 7/18/00	12060.1022	Registered on the Supplemental Register	Albecca, Inc.
CUSTOM FRAMES THE BEAUTY OF YOUR HOME	75-616611 01/07/1999	Picture frame moldings	2,367,913 7/18/00	12060.1024	Registered	Albecca, Inc.
MAJOLICA	75-769642 08/06/1999	Picture frames	2,479,078 08/21/2001	12060.1028	Registered	Albecca, Inc.
MALABAR	75-769553 08/06/1999	Picture frames	2,370,954 07/25/2000	12060.1029	Registered	Albecca, Inc.
VALAGIO	75-893223 01/10/2000	Picture frames	2,417,536 01/02/2001	12060.1030	Registered	Albecca, Inc.
DAMIRA	75-893786 01/10/2000	Picture frames	2,426,796 2/6/2001	12060.1031	Registered	Albecca, Inc.
PRIMITIVE	76-235882 04/05/2001	Picture frames	2,532,026 01/22/2002	12060.1033	Registered	Albecca, Inc.

TRADEMARK

REEL: 002660 FRAME: 0859

SCHEDULE - ALBECCA, INC. U.S. TRADEMARK/SERVICE MARK REGISTRATIONS

MARK	SERIAL NO. -- FILING DATE	GOODS & SERVICES	REG. NO. -- REG. DATE	N&R REF. NO.	STATUS	REGISTRANT / APPLICANT
TAICHANG	76-235883 04/05/2001	Picture frames	2,536,343 02/05/2002	12060.1034	Registered	Albecca, Inc.
PRAGUE	76-235884 04/05/2001	Picture frames	2,536,344 02/05/2002	12060.1035	Registered	Albecca, Inc.

RECORDED: 01/28/2003

TRADEMARK
REEL: 002660 FRAME: 0860