

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

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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):
 Norwood Operating Company
 106 East 6th Street
 Suite 300
 Austin, Texas 78701

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

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

2. Name and address of receiving party(ies)
 Name: Norwood Promotional Products, Inc.
 Internal Address: _____

Street Address: 1000 Highway 4 South
 City: Sleepy Eye State: MN Zip: 56085-1848

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be 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: June 3, 2003

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s)
2,006,473
2,028,873

Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41) \$ 65.00

Enclosed
 Authorized to be charged to deposit account

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Conrad A. Hansen
Moore, Hansen & Sumner
 Internal Address: _____

Street Address: 2900 Wells Fargo Center
90 South Seventh Street
 City: Minneapolis State MN Zip: 55402

8. Deposit account number:
13-4300

(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.

Conrad A. Hansen Conrad A Hansen 6-9-2003
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments and document: 8

Mail documents to be recorded with required cover sheet information to:
Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office
P. O. Box 1450, Alexandria VA 22313-1450

CH \$65.00 134300 2006473

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

WHEREAS, Norwood Operating Company, a corporation organized and existing under the laws of the State of Delaware and having its principal place of business at 106 East 6th Street, Suite 300, Austin, Texas 78701, is the owner of U.S. Trademark Registration Nos. 2,006,473 and 2,028,873 (set out below) by reason of an Assignment from the record owner, Advertising Unlimited, Inc. dated December 28, 2002 and now being recorded in the United States Patent and Trademark Office; and

WHEREAS, Norwood Promotional Products, Inc., a corporation organized and existing under the laws of the State of Delaware and having a principal place of business at 1000 Highway 4 South, Sleepy Eye, Minnesota 56085-1848 is desirous of acquiring Trademark Registration Nos. 2,006,473 and 2,028,873 (set out below);

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Norwood Operating Company sells, assigns and transfers unto said Norwood Promotional Products, Inc., all right, title and interest in and to the following identified trademarks, together with the good will of the business symbolized by said trademark(s) and the registrations thereof, such transfer to be effective nunc pro tunc to September 29, 2002.

UNITED STATES TRADEMARK REGISTRATIONS

<u>Trademark/Service Mark</u>	<u>Registration No.</u>	<u>Issue Date</u>
AUI	2,006,473	10/8/96
STYLE-RITE	2,028,873	1/7/97

NORWOOD OPERATING COMPANY



By: *Gary Kofnovec*
Gary Kofnovec CFO
 (Type or Print Name and Title)

STATE OF TEXAS)
)
 COUNTY OF Travis) ss.

Before me personally appeared Gary Kofnovec, described in the foregoing Assignment, who signed the Assignment in my presence on this 3 day of June, 2003.

Julia Rogers
 Notary Public