

Form PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)  
Tab settings

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):  
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: 5151 Moundview Drive  
City: Red Wing State: MN Zip: 55066

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)  
1,754,165  
1,987,179  
2,080,377

Additional number(s) attached  Yes  No

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

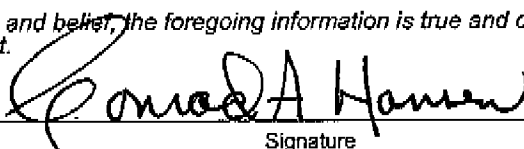
6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41) .....\$ 90.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
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  6-9-2003  
Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments and document: 3

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

TRADEMARK  
REEL: 002665 FRAME: 0526

700032820

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. 1,754,165; 1,987,179; and 2,080,377 (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

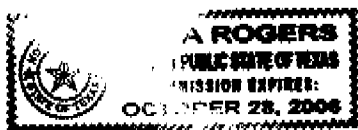
WHEREAS, Norwood Promotional Products, Inc., a corporation organized and existing under the laws of the State of Delaware and having a principal place of business at 5151 Moundview Drive, Red Wing, Minnesota 55066 is desirous of acquiring Trademark Registration Nos. 1,754,165; 1,987,179; and 2,080,377 (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> |
|-------------------------------|-------------------------|-------------------|
| PILLOWLINE                    | 1,754,165               | 2-23-1993         |
| SENTRY PACK                   | 1,987,179               | 7-16-1996         |
| AMERICA'S KIT COMPANY         | 2,080,377               | 7-15-1997         |

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.

*Julie Rogers*  
 Notary Public