

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
V. W. Eimicke Associates, Inc.		12/31/2003	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	3084922 Nova Scotia Company		
Street Address:	1725 Roe Crest Drive		
City:	North Mankato		
State/Country:	MINNESOTA		
Postal Code:	56002-3728		
Entity Type:	Unlimited Liability Company: NOVA SCOTIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2411799	E EIMICKE	
Registration Number:	2411795	EIMICKE	
CORRESPONDENCE DATA			
Fax Number:	(612)632-4444		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-632-3357		
Email:	trademark@gpmlaw.com		
Correspondent Name:	Jennifer C. Debrow		
Address Line 1:	P.O. Box 2906		
Address Line 4:	Minneapolis, MINNESOTA 55402-0906		
ATTORNEY DOCKET NUMBER:	89084		
NAME OF SUBMITTER:	Tiffany K. Larson, Paralegal		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT is made as of December 31, 2003, between **V.W. EIMICKE ASSOCIATES, INC.**, a New York corporation with its principal place of business at 636 Queensway Drive, Peterborough, Ontario K9J7H5 CANADA ("**Assignor**"), and **3084922 NOVA SCOTIA COMPANY**, a Nova Scotia Unlimited Liability Company with its principal place of business at 1725 Roe Crest Drive, North Mankato, Minnesota 56002-3728 ("**Purchaser**").

RECITALS

- A. Assignor and Purchaser have entered into a Purchase and Sale Agreement dated December 31, 2003 (the "**Purchase Agreement**"), in which Assignor agrees to assign to Purchaser all Intellectual Property Rights related to or used in the operation of the Holiday Card Business, as those terms are defined in the Purchase Agreement.
- B. Assignor owns the trademarks listed on Schedule A (the "**Marks**").

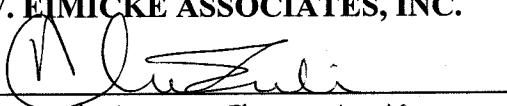
AGREEMENT

In consideration of the above recitals and the promises set forth below, the parties agree as follows:

Assignor transfers and assigns to Purchaser all of Assignor's right, title and interest in and to the Marks, together with all associated good will and all related rights, all registrations and applications for registration of the Marks in the United States and any foreign countries, including any renewals and extensions of any registration that is or may be secured. The provisions of this Agreement inure to the benefit of Purchaser, its successors, assigns and other legal representatives, and are binding upon Assignor, its successors, assigns and other legal representatives.

Assignor has executed this Agreement as of the date first written above.

V. W. EIMICKE ASSOCIATES, INC.

By: 
Name: Alicia Eimicke
Title: President

GP:1536219 v1

SCHEDULE A

TRADEMARKS

Mark	Serial Number	Registration Number
E EIMICKE (Stylized)	75/596,160	2,411,799
EIMICKE	75/592,174	2,411,795