

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Arcata Land Company, LLC		12/31/2003	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	The Sun Valley Group, Inc.
Street Address:	3160 Upper Bay Road
City:	Arcata
State/Country:	CALIFORNIA
Postal Code:	95521
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2557028	SUN PACIFIC BOUQUET
Registration Number:	2557013	SUN PACIFIC BOUQUET

CORRESPONDENCE DATA	
Fax Number:	(312)474-0448
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	3124746300
Email:	janderfuren@marshallip.com
Correspondent Name:	Marshall, Gerstein & Borun
Address Line 1:	233 S. Wacker Drive, 6300 Sears Tower
Address Line 2:	29967/G1000
Address Line 4:	Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	29967/10001 US
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NAME OF SUBMITTER:	Jill Anderfuren
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Total Attachments: 2 source=assign1#page1.tif source=assign2#page1.tif
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TRADEMARK

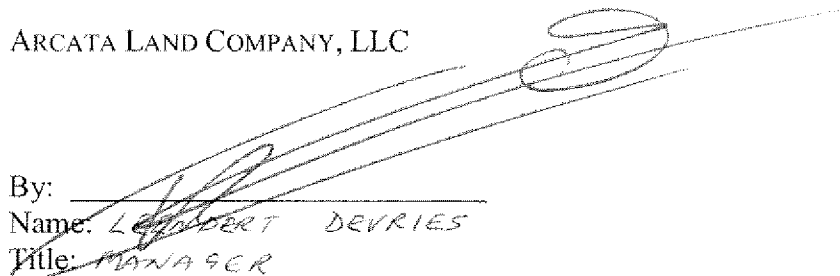
Trademark Assignment

WHEREAS, Arcata Land Company, LLC, a California Corporation, with an address of 3318 Foster Avenue, Arcata, CA 95521, formerly of P.O. Box 535, Bayside, California 95524, ("Assignor"), wishes to assign any and all rights it has or may have in and to the marks as listed in Schedule A (hereinafter "the Trademarks").

WHEREAS, The Sun Valley Group, Inc., a California Corporation, with an address of 3160 Upper Bay Road, Arcata, California 95521-9690 ("Assignee"), desires to acquire any and all rights to the Trademarks;

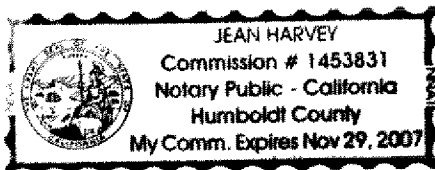
NOW, THEREFORE, for the sum of one dollar and good and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby quit claims, sells, assigns, and transfers to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks.

ARCATA LAND COMPANY, LLC

By: 
Name: LEONARD DEVRIES
Title: MANAGER

Dated effective as of: 12/31/03

SUBSCRIBED and SWORN to before me
this 31st day of December, 2003.




Notary Public

SCHEDULE A

<u>Mark</u>	<u>Class(es)</u>	<u>Reg. No.</u>	<u>Goods</u>
SUN PACIFIC BOUQUET	31	2,557,028	Fresh cut flowers and floral bouquets
SUN PACIFIC BOUQUET and DESIGN	31	2,557,013	Fresh cut flowers and floral bouquets