

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
Executive Greetings, Inc.		04/30/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Holland USA, Inc.
Street Address:	1725 Roe Crest Drive
City:	North Mankato
State/Country:	MINNESOTA
Postal Code:	56002-3728
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	1496743	EXECUTIVE MONTHLY
Registration Number:	1033875	EXECUTIVE PLANNER
Registration Number:	1691501	MONTHLY MONITOR
Registration Number:	1495772	POCKET MASTER
Registration Number:	1496744	POCKET MONTHLY

CORRESPONDENCE DATA

Fax Number: (612)632-4230
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 612-632-3230
 Email: trademark@gpmlaw.com
 Correspondent Name: Gray, Plant, Mooty, Mooty & Bennett, PA
 Address Line 1: P.O. Box 2906
 Address Line 4: Minneapolis, MINNESOTA 55402-0906

ATTORNEY DOCKET NUMBER:	95093-EGI/HOLLAND
NAME OF SUBMITTER:	Tiffany Larson, Paralegal

CH \$140.00 1496743

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (“**Agreement**”), between Executive Greetings, Inc., a Delaware corporation with its principal offices located at 115-120 Industrial Park Access Road, New Hartford, Connecticut 06057 (“**Assignor**”), and Holland USA, Inc., a Minnesota corporation with its principal offices located at 1725 Roe Crest Drive, North Mankato, Minnesota 56002-3728 (“**Company**”), is executed on April 30, 2004.

RECITALS

- A. Assignor owns the trademarks and service marks listed on Schedule A (the “**Marks**”).
- B. Assignor hereby assigns the Marks to the Company pursuant to an Amended and Restated Asset Purchase Agreement between Assignor and Taylor Corporation, dated as of March 24, 2004, in connection with the case under Chapter 11 of Title 11 of the United States Code commenced by Assignor in the United States Bankruptcy Court for the District of Connecticut, captioned *In re Executive Greetings, Inc. et al.*, Case Nos. 03-36220 through 03-36225 (Jointly Administered).

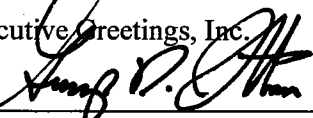
AGREEMENT

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

Assignor transfers and assigns to Company 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 Company, 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.

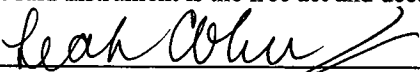
Executive Greetings, Inc.



By: George D. Ittner
Its: President

STATE OF CONNECTICUT)
) ss. Hartford
COUNTY OF HARTFORD)

On this 30th day of April, 2004, before me, Commissioner of the Superior Court, personally appeared George D. Ittner, to me personally known, who, being by me duly sworn did say that he is a President of the corporation named in the foregoing instrument, and that said instrument is the free act and deed of said corporation.



Commissioner of the Superior Court

Schedule A

United States

Mark	Reg. No.	Date Reg.
EXECUTIVE MONTHLY	1496743	19-Jul-88
EXECUTIVE PLANNER	1033875	17-Feb-76
MONTHLY MONITOR	1691501	9-Jun-92
POCKET MASTER	1495772	12-Jul-88
POCKET MONTHLY	1496744	19-Jul-88

Canada

Mark	Reg. No.	Date Reg.
EXECUTIVE MONTHLY	TMA439678	24-Feb-95
EXECUTIVE PLANNER	TMA235908	14-Sep-79
EXECUTIVE WEEKLY	TMA440730	24-Mar-95
MONTHLY MONITOR	TMA440729	24-Mar-95
POCKET MASTER	TMA436071	25-Nov-94
POCKET MONTHLY	TMA437190	23-Dec-94