

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

RECEIVING PARTY DATA	
Name:	SA-SO Acquisition Corporation
Street Address:	1725 Roe Crest Drive
City:	North Mankato
State/Country:	MINNESOTA
Postal Code:	56002-3728
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 12		
Property Type	Number	Word Mark
Registration Number:	1460042	ACTRA DECALS
Registration Number:	1465453	ACTRA DECALS
Registration Number:	2107058	CADDYLAK
Registration Number:	0814025	CADDYLAK
Registration Number:	1528228	CADDYLAK SYSTEMS
Registration Number:	0808178	CHANGE-A-BOARD
Registration Number:	0795681	RAINBOW
Registration Number:	1401692	SA-SO
Registration Number:	1962936	SA-SO
Registration Number:	2246145	TIMEWISE
Registration Number:	0808641	TIMEWISE
Registration Number:	1301018	TURNKEY

CORRESPONDENCE DATA	
Fax Number:	(612)632-4230
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	

CH \$315.00 1460042

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/SA-SO
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NAME OF SUBMITTER:	Tiffany Larson, Paralegal
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Total Attachments: 2 source=EGI to SA-SO Acquisition - page 1#page1.tif source=EGI to SA-SO Acquisition - page 2#page1.tif
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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 SA-SO Acquisition Corporation, 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).

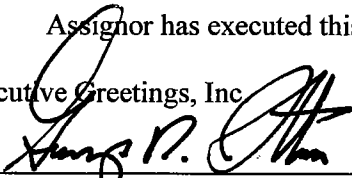
AGREEMENT

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

Marks	Reg. No.	Date Reg.
ACTRA DECALS	1460042	6-Oct-87
ACTRA DECALS & Design	1465453	17-Nov-87
CADDYLAK & Design	2107058	21-Oct-97
CADDYLAK (Stylized)	0814025	30-Aug-66
CADDYLAK SYSTEMS & Design	1528228	7-Mar-89
CHANGE-A-BOARD (Stylized)	0808178	10-May-66
RAINBOW	0795681	7-Sep-65
SA-SO	1401692	15-Jul-86
SA-SO & Design	1962936	19-Mar-96
TIMEWISE	2246145	18-May-99
TIMEWISE (Stylized)	0808641	17-May-66
TURNKEY	1301018	16-Oct-84

Canada

Mark	Reg. No.	Date Reg.
TIMEWISE	TMA486196	25-Nov-97

United Kingdom

Mark	Reg. No.	Date Reg.
TIMEWISE	2120251	18-Jul-97