

**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:	The Stationery House, Inc.
Street Address:	1725 Roe Crest Drive
City:	North Mankato
State/Country:	MINNESOTA
Postal Code:	56002-3728
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 10		
Property Type	Number	Word Mark
Registration Number:	1381387	GRAYARC
Registration Number:	0796764	MEMO-GRAM
Registration Number:	0763142	NOTE-O-GRAM
Registration Number:	0796765	PHONE-O-GRAM
Registration Number:	1141305	QUIK-TYPE
Registration Number:	1345816	SILVER CERTIFICATE
Registration Number:	0777414	THE DRAWING BOARD
Registration Number:	1263574	THE DRAWING BOARD
Registration Number:	1411768	THE DRAWING BOARD FREQUENT BUYER CLUB
Registration Number:	1375832	TRIVIA TIDBITS

CORRESPONDENCE DATA	
Fax Number:	(612)632-4230
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	612-632-3230
Email:	trademark@gpmlaw.com

CH \$265.00 1381387

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/STATIONERY HOUS
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NAME OF SUBMITTER:	Tiffany Larson, Paralegal
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Total Attachments: 2 source=EGI to The Stationery House - page 1#page1.tif source=EGI to The Stationery House - 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 The Stationery House, 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).

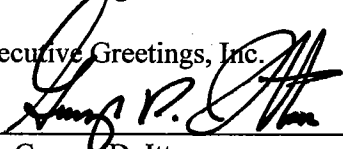
**AGREEMENT**

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.

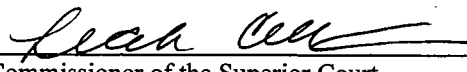
Assignor has executed this Agreement as of the date first written above.

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.
GRAYARC	1381387	4-Feb-86
MEMO-GRAM	796764	28-Sep-65
NOTE-O-GRAM	763142	14-Jan-64
PHONE-O-GRAM	796765	28-Sep-65
QUIK-TYPE	1141305	11-Nov-80
SILVER CERTIFICATE	1345816	2-Jul-85
THE DRAWING BOARD AND DESIGN	0777414	22-Sep-64
THE DRAWING BOARD	1263574	10-Jan-84
THE DRAWING BOARD FREQUENT BUYER CLUB & Design	1411768	30-Sep-86
TRIVIA TIDBITS	1375832	17-Dec-85

Australia

Mark	Reg. No.	Date Reg.
THE DRAWING BOARD & Design	235283	17-Dec-71

United Kingdom

Mark	Reg. No.	Date Reg.
THE DRAWING BOARD & Design	919771	16-Jan-68