

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| 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:           | RiverTown Greetings, Inc. |
| Street Address: | 1725 Roe Crest Drive      |
| City:           | North Mankato             |
| State/Country:  | MINNESOTA                 |
| Postal Code:    | 55402-0906                |
| Entity Type:    | CORPORATION: MINNESOTA    |

PROPERTY NUMBERS Total: 3

| Property Type        | Number  | Word Mark          |
|----------------------|---------|--------------------|
| Registration Number: | 1239348 | BROOKHOLLOW        |
| Registration Number: | 1239349 | BROOKHOLLOW        |
| Registration Number: | 2330286 | CARDINAL ORIGINALS |

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/RIVERTOWN |
|-------------------------|---------------------|

|                    |                           |
|--------------------|---------------------------|
| NAME OF SUBMITTER: | Tiffany Larson, Paralegal |
|--------------------|---------------------------|

Total Attachments: 2  
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 source=EGI to RiverTown Greetings - page 2#page1.tif

CH \$90.00 1239348

**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 RiverTown Greetings, 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).

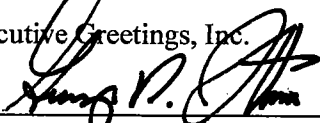
**AGREEMENT**

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**

| <b>Mark</b>                            | <b>Reg. No.</b> | <b>Date Reg.</b> |
|--|-----------------|------------------|
| <b>BROOKHOLLOW</b>                     | 1239348         | 24-May-83        |
| <b>BROOKHOLLOW (Stylized)</b>          | 1239349         | 24-May-83        |
| <b>CARDINAL ORIGINALS &amp; Design</b> | 2330286         | 14-Mar-00        |

**Canada**

| <b>Mark</b>        | <b>Reg. No.</b> | <b>Date Reg.</b> |
|--------------------|-----------------|------------------|
| <b>BROOKHOLLOW</b> | TMA382554       | 5-Apr-91         |

**United Kingdom**

| <b>Mark</b>        | <b>Reg. No.</b> | <b>Date Reg.</b> |
|--------------------|-----------------|------------------|
| <b>BROOKHOLLOW</b> | 2024769         | 16-Feb-96        |