

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
Taylor Corporation		07/07/2004	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Progressive Impressions International, Inc.		
Street Address:	1725 Roe Crest Drive		
City:	North Mankato		
State/Country:	MINNESOTA		
Postal Code:	56002		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2073906	THE POWER OF PERSONALIZATION	
Registration Number:	2036820	PII PROGRESSIVE IMPRESSIONS INTERNATIONAL	
CORRESPONDENCE DATA			
Fax Number:	(612)632-4230		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-632-3000		
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:	86202		
NAME OF SUBMITTER:	Tiffany Larson, Paralegal		
Total Attachments: 1 source=Assignment#page1.tif			

CH \$65.00 2073906

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "**Agreement**"), between Taylor Corporation, a Minnesota corporation, whose principal offices are located at 1725 Roe Crest Drive, North Mankato, Minnesota 56002 ("**Taylor**"), and Progressive Impressions International, Inc., a Minnesota corporation, whose principal offices are located at 1725 Roe Crest Drive, North Mankato, MN 56002 ("**PII**"), takes effect on July 7, 2004.

RECITALS

- A. Taylor is the owner of record of the marks THE POWER OF PERSONALIZATION, U.S. Reg. No. 2073906, and PII PROGRESSIVE IMPRESSIONS INTERNATIONAL AND DESIGN, U.S. Reg. No. 2036820 (the "**Marks**").
- B. PII is an affiliate of Taylor and PII has used the Marks since 1996. Taylor and PII desire that PII own the Marks and Taylor desires to transfer and assign the Marks under the terms and conditions of this Agreement.

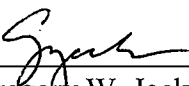
In consideration of the above recitals and the promises set forth in this Agreement, the parties agree as follows:

AGREEMENT

Taylor transfers and assigns to PII all of Taylor's right, title and interest in and to the Marks, and all registrations therefor, together with all associated goodwill and all related rights. The terms, covenants and provisions of this Agreement inure to the benefit of PII, its successors, assigns and other legal representatives, and are binding upon Taylor, its successors, assigns and other legal representatives.

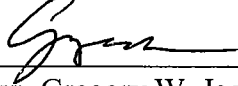
The parties have executed this Agreement as of the date first written above.

Taylor Corporation



By: Gregory W. Jackson
Its: Vice President and General Counsel

Progressive Impressions International, Inc.



By: Gregory W. Jackson
Its: Vice President and General Counsel

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