

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
Taylor Corporation		02/01/2005	CORPORATION: MINNESOTA

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	2320611	SCHOOL SPIRIT
Registration Number:	1872920	SALES GUIDES
Registration Number:	2318157	HARDING'S OF CHICAGO
Registration Number:	2379029	SCHOOL EVENTS
Registration Number:	1628779	IT'S ELEMENTARY!
Registration Number:	1631157	PARKWAY BUSINESS PROMOTIONS
Registration Number:	1657712	PROM NITE
Registration Number:	2332444	M & N INTERNATIONAL
Registration Number:	2310899	PIN GALLERY

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

CH \$240.00 2320611

Address Line 1: P.O. Box 2906
Address Line 4: Minneapolis, MINNESOTA 55402-0906

NAME OF SUBMITTER: Tiffany Larson, Paralegal

Signature: /Tiffany Larson/

Date: 02/09/2005

Total Attachments: 2
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ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, **TAYLOR CORPORATION** ("Assignor"), a Minnesota corporation, with principal offices located at 1725 Roe Crest Drive, North Mankato, Minnesota 56002-3728, has adopted, used, and is using the mark which is registered in the United States Patent and Trademark Office, as identified below:


Registration No.	Mark	Registration Date
2,320,611	SCHOOL SPIRIT	February 22, 2000
1,872,920	SALES GUIDES	January 10, 1995
2,318,157	HARDING'S OF CHICAGO	February 15, 2000
2,379,029	SCHOOL EVENTS	August 22, 2000
1,628,779	IT'S ELEMENTARY!	December 18, 1990
1,631,157	PARKWAY BUSINESS PROMOTIONS	January 08, 1991
1,657,712	PROM NITE	September 17, 1991
2,332,444	M & N INTERNATIONAL	March 21, 2000
2,310,899	PIN GALLERY	January 25, 2000

and

WHEREAS, **TAYMARK, INC.** ("Assignee"), a Minnesota corporation with principal offices located at 1725 Roe Crest Drive, North Mankato, Minnesota 56002-3728, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said **TAYLOR CORPORATION** does hereby assign to **TAYMARK, INC.**, all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the registration thereof identified above.

TAYLOR CORPORATION

By 

Name: Bonnie Bennett

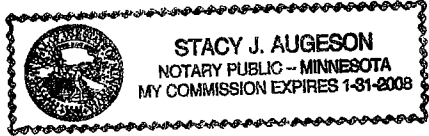
Title: Assistant Secretary

Date: February 1, 2005

STATE OF MINNESOTA)
) ss.
COUNTY OF ~~NICOLLET~~)
 BLUE EARTH

The foregoing was acknowledged before me this 1st day of February, 2005,
by Bonnie Bennett, the ASST. SECRETARY of Taylor Corporation, a corporation under
the laws of Minnesota, on behalf of the corporation.

(NOTARIAL STAMP OR SEAL)



Stacy Augeson

Signature of person taking Acknowledgment

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