

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
Argenbright, Inc.		12/31/2005	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Archway Marketing Services, Inc.		
Street Address:	19850 South Diamond Lake Road		
City:	Rogers		
State/Country:	MINNESOTA		
Postal Code:	55374		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2777854	ARCHWAY MARKETING SERVICES	
CORRESPONDENCE DATA			
Fax Number:	(404)881-7777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(404) 881-7000		
Email:	kwallace@alston.com		
Correspondent Name:	Katherine Wallace		
Address Line 1:	1201 W. Peachtree Street		
Address Line 4:	Atlanta, GEORGIA 30309-3424		
ATTORNEY DOCKET NUMBER:	48127/269619		
NAME OF SUBMITTER:	Katherine Wallace		
Signature:	/Katherine Wallace/		
Date:	01/05/2006		

OP \$40.00 2777854

Total Attachments: 2

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SERVICE MARK ASSIGNMENT

WHEREAS, Argenbright, Inc., with address at 19850 South Diamond Lake Road, Rogers, Minnesota 55374 ("Assignor"), has adopted and used in connection with Assignor's goods and services and is the record owner of United States Registration No. 2,777,854 for ARCHWAY MARKETING SERVICES (referred to herein as the "Mark"), and now desires to assign, transfer and convey all right, title and interest in and to the Mark and the goodwill associated therewith; and

WHEREAS, Archway Marketing Services, Inc. with address at 19850 South Diamond Lake Road, Rogers, Minnesota 55374 ("Assignee") desires to acquire all right, title and interest in and to the Mark.

NOW, THEREFORE, in consideration of the promises, covenants, and agreements in this Service Mark Assignment, and other good and valuable consideration, the receipt and sufficiency of which the parties acknowledge, Assignor does hereby assign, transfer and convey unto Assignee, its successors, assigns, and legal representatives, all right, title and interest in and to the Mark, including all registrations thereof, together with the goodwill of the business symbolized by the Mark, and including any and all claims, causes of action or rights to sue for any relief and recover all damages for past or future infringement or dilution thereof, including all rights as opponents in any opposition or cancellation proceeding throughout the world. Assignor further agrees to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers or documents necessary to perfect such right, title, and interest in Assignee, its successors, assigns, and legal representatives.

(signature page follows)

IN WITNESS HEREOF, Assignor has caused this Service Mark Assignment to be executed by a duly authorized corporate officer to be effective as of December 31, 2005.

ASSIGNOR- Argenbright, Inc.

By: B. H. Burke

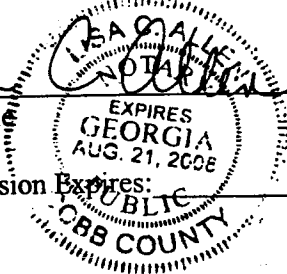
Name: Brian H. Burke

Title: VP

State of Georgia

County of Cobb

On this 31st day of December, 2005, before me, a Notary Public in and for the State and County aforesaid, personally appeared Brian H. Burke known by me to be the person above named and an officer of Argenbright, Inc., duly authorized to execute this Service Mark Assignment on behalf of Argenbright, Inc., who signed and executed the foregoing instrument on behalf of Argenbright, Inc.

Lisa Cobble
Notary Public
My Commission Expires: _____


[SEAL]