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
Jacobson Warehouse Company, Inc.		01/28/2006	CORPORATION: IOWA

RECEIVING PARTY DATA

Name:	Jacobson Holding Co.	
Street Address:	3811 Dixon Street	
City:	Des Moines	
State/Country:	IOWA	
Postal Code:	50313	
Entity Type:	CORPORATION: DELAWARE	

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	1867232	JACOBSON WAREHOUSE COMPANY
Registration Number:	1857946	JJJ

CORRESPONDENCE DATA

Fax Number: (515)288-1338

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 515-288-3667 Email: patatty@ipmvs.com Correspondent Name: Bruce W. McKee Address Line 1: 801 Grand Avenue

Address Line 2: Suite 3200

Des Moines, IOWA 50309-2721 Address Line 4:

ATTORNEY DOCKET NUMBER: J181-1 1,867,232 NAME OF SUBMITTER: Bruce W. McKee Signature: /Bruce W. McKee/ TRADEMARK

900041148 **REEL: 003238 FRAME: 0498**

Date:	02/01/2006
Total Attachments: 1 source=J181-1 and J181-2#page1.tif	

TRADEMARK REEL: 003238 FRAME: 0499

ASSIGNMENT

WHEREAS, JACOBSON WAREHOUSE COMPANY, INC., an Iowa corporation with an address of 3811 Dixon Street, Des Moines, IA 50313, is the owner of Trademark Registration No. 1,867,232, dated December 13, 1994 for the mark JACOBSON WAREHOUSE COMPANY and Trademark Registration No. 1,857,946, dated October 11, 1994 for the mark JJJ & Design; and

WHEREAS, JACOBSON HOLDING CO., a Delaware corporation, with an address of 3811 Dixon Street, Des Moines, IA 50313, is desirous of acquiring the entire right, title and interest in and to said marks, together with the goodwill of the business pertaining to said marks;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said JACOBSON WAREHOUSE COMPANY, INC. does hereby assign unto JACOBSON HOLDING CO. all right, title and interest which JACOBSON WAREHOUSE COMPANY, INC. has heretofore enjoyed pertaining to said marks, together with the goodwill of the business pertaining to said marks and the registrations thereof No.1,867,232 and 1,857,946 the same to be held and enjoyed by JACOBSON HOLDING CO., its successors and assigns, together with the right to sue for and collect for all claims for damages by reason of past infringement of said marks and the registrations thereof.

JACOBSON WAREHOUSE COMPANY, INC.

By Ach C. Jugle, Vice President Name and Title of Officer

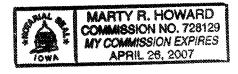
STATE OF Lowe) ss COUNTY OF look)

On this day of January, dood, before me, the undersigned, a Notary Public in and for the state, personally appeared Jeck C. Ingle, to me personally known, who being by me duly sworn, did say that he is the Chief Finencial Officer of JACOBSON WAREHOUSE COMPANY, INC.; that said above and foregoing instrument was signed on behalf of said corporation by authority of its Board of Directors and that the said Jack C. Ingle, as such officer, acknowledged the execution of said instrument to be the voluntary act and deed of said corporation, by it and by him voluntarily executed.

Notary Public in and for the

State of ______

Commission Expires 4-26-07



TRADEMARK

REEL: 003238 FRAME: 0500