

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
Rivertown Greetings, Inc.		01/01/2006	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	The Occasions Group, Inc.		
Street Address:	1725 Roe Crest Drive		
City:	North Mankato		
State/Country:	MINNESOTA		
Postal Code:	56002-3728		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1239349	BROOKHOLLOW	
Registration Number:	1239348	BROOKHOLLOW	
CORRESPONDENCE DATA			
Fax Number:	(612)632-4230		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-632-3230		
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:	98596		
NAME OF SUBMITTER:	Tiffany Larson, Paralegal		
Signature:	/Tiffany Larson/		
Date:	09/29/2006		

CH \$65.00 1239349

Total Attachments: 1
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TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, **RIVERTOWN GREETINGS, INC.** ("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 marks identified below:

Registration No.	Country	Mark	Registration Date
1,239,349	United States	BROOKHOLLOW	05/24/1983
1,239,348	United States	BROOKHOLLOW	05/24/1983
TMA382,554	Canada	BROOKHOLLOW	04/05/1991
N/A	Common Law	BROOKHOLLOW	N/A

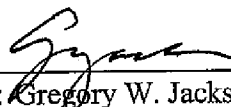
and

WHEREAS, **THE OCCASIONS GROUP, 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 **RIVERTOWN GREETINGS, INC.** does hereby assign to **THE OCCASIONS GROUP, INC.**, all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks, and the registrations thereof identified above effective as of January 1, 2006.

RIVERTOWN GREETINGS, INC.

By


Name: Gregory W. Jackson

Title: Vice President and General Counsel