

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
Yamamoto Moss, Inc.		10/13/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Mackenzie Marketing, Inc.		
Street Address:	Waterford Park, Hartford Life Building, 505 North Highway 169		
Internal Address:	Suite 300		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55441		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2543554	ENDLESS IMAGINATION	
CORRESPONDENCE DATA			
Fax Number:	(612)492-7077		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	jweinberg@fredlaw.com		
Correspondent Name:	Sean P. Kearney		
Address Line 1:	200 South 6th Street		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	43395.0002		
NAME OF SUBMITTER:	Julia Weinberg		
Signature:	/s/ Julia Weinberg		
Date:	10/18/2006		

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Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Yamamoto Moss, Inc., a Delaware corporation, having offices at 252 First Avenue North, Minneapolis, MN 55401 (hereinafter "Assignor"), is the owner of certain trademarks and trademark registration listed on Exhibit A hereto (hereinafter the "Marks"); and

WHEREAS, Mackenzie Marketing, Inc., a Delaware corporation, having offices at Waterford Park, Hartford Life Building, 505 North Highway 169, Suite 300, Minneapolis, Minnesota 55441 (hereinafter "Assignee"), is desirous of acquiring the Marks and the applications and registrations thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks for the United States and throughout the world, together with the goodwill of the business associated therewith and the applications and registrations thereof, as set forth on Exhibit A hereto.

This Assignment includes all rights in the nature of trademark, service mark, and trade name rights, as well as the right to sue for past infringement by any third party.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other act, to effect or evidence the transfer of all Assignor's rights, title, and interest in and to the Marks to the Assignee.

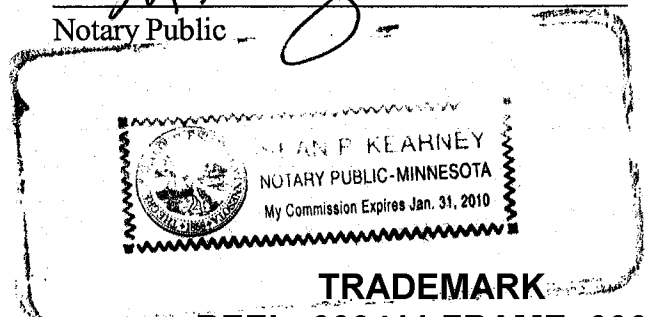
YAMAMOTO MOSS, INC.

By [Signature]
Its CEO

STATE OF MINNESOTA)
) ss.
COUNTY OF HENNEPIN)

On this 13th day of April, 2006, before me appeared Hideo Yamamoto, the person who signed this instrument, who acknowledged that he or she signed it as a free act.

[Signature]
Notary Public



TRADEMARK

REEL: 003411 FRAME: 0060

EXHIBIT A

Federal Registrations

Trademark	Status	Registration No.	Registration Date
ENDLESS IMAGINATION	Registered	2,543,554	02/26/2002

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