

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
SA-SO Acquisition Corporation		01/22/2007	CORPORATION: MINNESOTA

**RECEIVING PARTY DATA**

Name:	Everglades Direct, Inc.
Street Address:	1725 Roe Crest Drive
City:	North Mankato
State/Country:	MINNESOTA
Postal Code:	56002-3728
Entity Type:	CORPORATION: MINNESOTA

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
Registration Number:	1460042	ACTRA DECALS
Registration Number:	1465453	ACTRA DECALS
Registration Number:	0814025	CADDYLAK
Registration Number:	1528228	CADDYLAK SYSTEMS
Registration Number:	0808178	CHANGE-A-BOARD
Registration Number:	0795681	RAINBOW
Registration Number:	1401692	SA-SO
Registration Number:	1962936	SA-SO
Registration Number:	2246145	TIMEWISE
Registration Number:	0808641	TIMEWISE
Registration Number:	1301018	TURNKEY

**CORRESPONDENCE DATA**

Fax Number: (612)632-4297

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

**900069309**

**TRADEMARK  
 REEL: 003480 FRAME: 0747**

**CH \$290.00 1460042**

Email: trademark@gpmlaw.com  
Correspondent Name: Gray, Plant, Mooty, Mooty & Bennett, P.A  
Address Line 1: P.O. Box 2906  
Address Line 4: Minneapolis, MINNESOTA 55402-0906

ATTORNEY DOCKET NUMBER:	98623
NAME OF SUBMITTER:	Kimberly Nute, Paralegal
Signature:	/Kimberly Nute/
Date:	02/13/2007

Total Attachments: 2  
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**ASSIGNMENT OF TRADEMARK REGISTRATION**

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

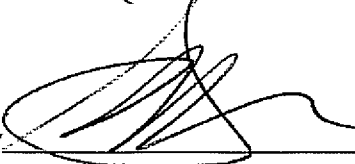
<b>Registration No.</b>	<b>Mark</b>	<b>Registration Date</b>
1,460,042	ACTRA DECALS	October 6, 1987
1,465,453	ACTRA DECALS and Design	November 17, 1987
814,025	CADDYLAK and Design	August 30, 1966
1,528,228	CADDYLAK SYSTEMS and Design	March 7, 1989
808,178	CHANGE-A-BOARD and Design	May 10, 1966
795,681	RAINBOW	September 7, 1965
1,401,692	SA-SO	July 15, 1986
1,962,936	SA-SO and Design	March 19, 1996
2,246,145	TIMEWISE	May 18, 1999
808,641	TIMEWISE and Design	May 17, 1966
1,301,018	TURNKEY	October 16, 1984
TMA486,196 (Canada)	TIMEWISE	November 25, 1997
2,120,251 (United Kingdom)	TIMEWISE	July 18, 1997

and

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

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said **SA-SO ACQUISITION CORPORATION** does hereby assign to **EVERGLADES DIRECT, 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.

SA-SO ACQUISITION CORPORATION

By: 

Date: January 22, 2007

Name: Sheila B. Hagen

Title: Vice President & Deputy General Counsel

