

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Giftco, Inc.		03/29/2007	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Signature Fundraising, Inc.		
<b>Street Address:</b>	42850 Signature Court		
<b>City:</b>	Lancaster		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	93535		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2587018	GIFT AVENUE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)609-5005		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312-609-7897		
<b>Email:</b>	hmiller@vedderprice.com		
<b>Correspondent Name:</b>	Holly Miller		
<b>Address Line 1:</b>	222 North LaSalle Street - 24th Floor		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60601		
<b>ATTORNEY DOCKET NUMBER:</b>	29210/ASK HOLLY FOR MAT#		
<b>NAME OF SUBMITTER:</b>	Holly Miller		
<b>Signature:</b>	/Holly Miller/		
<b>Date:</b>	03/29/2007		

**CH \$40.00 2587018**

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Giftco, Inc., an Illinois corporation, located and doing business at 700 Woodlands Parkway, Vernon Hills, Illinois, 60061, is the owner of the entire right, title and interest in and to the following registered United States Trademark:

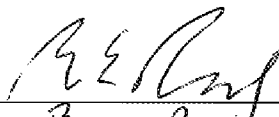
U.S. Registration No.	Issue Date	Mark
2,587,018	July 2, 2002	GIFT AVENUE

WHEREAS, Signature Fundraising, Inc., a California corporation, having a principal place of business at 42850 Signature Court, Lancaster, California 93535, is desirous of acquiring rights in said mark and said registration;

NOW, THEREFORE, in consideration of and for good and valuable consideration, the receipt of which is hereby acknowledged, Giftco, Inc., does hereby sell, assign, transfer, and set over unto said Signature Fundraising, Inc., the entire right, title and interest in and to said mark and said registration, together with the good will of the business symbolized by said mark and said registration and in accordance with which the said mark is used, together with all common law rights of Giftco, Inc., including the right to bring action and recover for past infringement, if any, of said mark or said registration.

GIFTCO, INC.

Dated: 3/29/2007

  
By: Brian Russell  
Title: VICE PRESIDENT

STATE OF ILLINOIS )  
COUNTY OF Lake ) SS

I, John M. Breslin, a Notary Public in and for the county and state aforesaid, do hereby certify that Gris Russell personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed, sealed and delivered the said instrument as his free and voluntary act for the uses and purposes therein set forth.

29 In witness whereof, I have hereunto set my hand and Notarial Seal, this day of March 2007.

John M. Breslin  
Notary Public

MY COMMISSION EXPIRES: 5/18/2010

