

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
Carlson Travel Group, Inc.		08/07/2007	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Carlson Companies, Inc.		
Street Address:	P.O. Box 59159		
Internal Address:	Carlson Parkway		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55459-8249		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2757453	CRUISES BY CARLSON	
CORRESPONDENCE DATA			
Fax Number:	(612)332-9081		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-336-4615		
Email:	carlsonfiling@merchantgould.com		
Correspondent Name:	Travis Bachman C/O Merchant & Gould P.C.		
Address Line 1:	PO Box 2910		
Address Line 2:	TRADEMARKS		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	Travis L. Bachman		
Signature:	/Travis L. Bachman/		
Date:	08/08/2007		

OP \$40.00 2757453

Total Attachments: 1
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U.S. TRADEMARK ASSIGNMENT

WHEREAS, Carlson Travel Group, Inc. a corporation organized under the laws of California, with an address of Carlson Parkway, P.O. Box 59159, Minneapolis, Minnesota 55459-8249 ("Assignor"), has adopted and used the CRUISES BY CARLSON trademark (the "Mark"), which is the subject of U.S. Trademark Registration No. 2,757,453 (the "U.S. Registration"); and

WHEREAS, Carlson Companies, Inc., a corporation organized under the laws of Minnesota, with an address of Carlson Parkway, P.O. Box 59159, Minneapolis, Minnesota 55459-8249 ("Assignee"), desires to acquire the Mark and enjoy the protection of the U.S. Registration;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee all of its right, title and interest in and to the Mark in the United States, including all claims for profits and damages by reason of past infringement of the Mark, together with the goodwill of the business symbolized by the Mark, and the U.S. Registration.

This assignment shall be effective as of the date written below, shall be binding on the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

CARLSON TRAVEL GROUP, INC.

Date: 7 Aug. 2007

By: *Chris McCullough*

Name: Chris McCullough

Title: Assistant Secretary