

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
Taymark, Inc.		07/01/2007	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	HOLLAND USA, INC.		
Street Address:	1725 Roe Crest Drive		
City:	North Mankato		
State/Country:	MINNESOTA		
Postal Code:	56002-3728		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2310899	PIN GALLERY	
Registration Number:	1872920	SALES GUIDES	
Registration Number:	2281354	SUCCESSFUL EVENTS	
Registration Number:	1631157	PARKWAY BUSINESS PROMOTIONS	
CORRESPONDENCE DATA			
Fax Number:	(612)632-4297		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612 632-3000		
Email:	trademark@gpmlaw.com		
Correspondent Name:	Gwen Spurrier		
Address Line 1:	P.O. BOX 2906		
Address Line 4:	Minneapolis, MINNESOTA 55402-0906		
ATTORNEY DOCKET NUMBER:	85490		
NAME OF SUBMITTER:	Gwen Spurrier		

CH \$115.00 2310899

Signature:

/gds/

Date:

11/17/2007

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, **TAYMARK, INC.** ("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:


Registration No.	Mark	Registration Date
2,310,899	PIN GALLERY	January 25, 2000
1,872,920	SALES GUIDES	January 10, 1995
2,281,354	SUCCESSFUL EVENTS	September 28, 1999
1,631,157	PARKWAY BUSINESS PROMOTIONS	January 8, 1991

and

WHEREAS **HOLLAND USA, 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 **TAYMARK, INC.** does hereby assign to **HOLLAND USA, INC.**, effective July 1, 2007, 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.

Assignor:
TAYMARK, INC.

By 
Name: Sheila B. Hagen
Title: Vice President & Deputy General Counsel

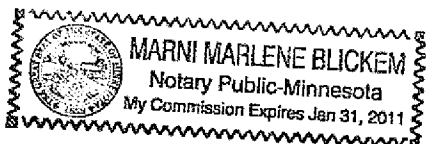
Date: November 7, 2007

STATE OF MINNESOTA)
) ss.
COUNTY OF NICOLLET)

The foregoing was acknowledged before me this 7th day of November 2007, by Sheila B. Hagen, the VP & Deputy General Counsel of Taymark, Inc., a corporation under the laws of Minnesota, on behalf of the corporation.

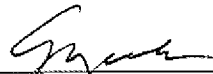
(NOTARIAL STAMP OR SEAL)


Signature of person taking Acknowledgment



Assignee:
HOLLAND USA, INC.

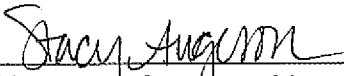
Date: November 9th, 2007

By 
Name: Gregory W. Jackson
Title: Secretary

STATE OF MINNESOTA)
) ss.
COUNTY OF NICOLLET)

The foregoing was acknowledged before me this 9th day of November 2007, by Gregory W. Jackson, the Secretary of Holland USA, Inc., a corporation under the laws of Minnesota, on behalf of the corporation.

(NOTARIAL STAMP OR SEAL)


Signature of person taking Acknowledgment

