

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
Taylor Corporation		01/01/2006	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	ARTCO (US), Inc.		
Street Address:	1725 Roe Crest Drive		
City:	North Mankato		
State/Country:	MINNESOTA		
Postal Code:	56002-3728		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1334231	ARTCO	
Registration Number:	2610560	MAKING PROMISES AND PLANS	
Registration Number:	3118241	MOMENTOS DE LA VIDA	
Registration Number:	2938046	PHOTOTATIONS	
Registration Number:	1006992	REXCRAFT	
Registration Number:	2674473	STYLART	
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:	85443		

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NAME OF SUBMITTER:	Gwen Spurrier
Signature:	/gds/
Date:	11/17/2007
Total Attachments: 2 source=artco#page1.tif source=artco#page2.tif	

ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, **TAYLOR 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, the Canadian Intellectual Property Office and the Intellectual Property Office of Mexico, as identified below:

Registration No.	Mark	Registration Date
1,334,231	ARTCO	May 7, 1985
TMA304,154 (Canada)	ARTCO	June 28, 1985
2,610,560	MAKING PROMISES AND PLANS	August 20, 2002
902314 (Mexico)	MOMENTOS DE LA VIDA	February 29, 2005
3,118,241	MOMENTOS DE LA VIDA	July 18, 2006
2,938,046	PHOTOTATIONS	April 5, 2005
1,006,992	REXCRAFT	March 18, 1975
2,674,473	STYLART	January 14, 2003

and

WHEREAS, **ARTCO (US), 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 **TAYLOR CORPORATION** does hereby assign to **ARTCO (US), INC.**, effective January 1, 2006, 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.

