# 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**

900092232

Fax Number: (612)632-4297

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

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

TRADEMARK

**REEL: 003662 FRAME: 0562** 

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

TRADEMARK REEL: 003662 FRAME: 0563

# 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	ARTCO	June 28, 1985
(Canada)		
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.

TRADEMARK
REEL: 003662 FRAME: 0564

	Assignor: TAYLOR CORPORATION
Date: November 7, 2007	By Name: Sheila B. Hagen Title: Vice President & Deputy General Counsel
STATE OF MINNESOTA ) ) ss. COUNTY OF NICOLLET )	
The foregoing was acknowledged by Shula B. Haguv, the VPE Corporation, a corporation under the laws of	efore me this The day of November 2007, by Deputy Hundle Council of Taylor of Minnesota, on behalf of the corporation.
(NOTARIAL STAMP OR SEAL)	Mari Blekun
MARNI MARLENE BLICKEM Notary Public-Minnesota My Commission Expires Jan 31, 2011	Signature of person taking Acknowledgment
	Assignee: ARTCO (US), INC.
Date: November 2007	By
STATE OF MINNESOTA ) ) ss. COUNTY OF NICOLLET )	
The foregoing was acknowledged b  CNGON W.JACKSON, the  corporation under the laws of Minnesota, o	efore me this day of <u>NOV</u> . 2007, by Of Artco (US), Inc., a n behalf of the corporation.
(NOTARIAL STAMP OR SEAL)  STACY J. AUGESON NOTARY PUBLIC - MINNEBOTA	Signature of person taking Acknowledgment

**TRADEMARK** 

RECORDED: 11/17/2007 REEL: 003662 FRAME: 0565