

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	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**

<b>Name:</b>	MCPHERSON'S (US), INC.
<b>Street Address:</b>	1725 Roe Crest Drive
<b>City:</b>	North Mankato
<b>State/Country:</b>	MINNESOTA
<b>Postal Code:</b>	56002-3728
<b>Entity Type:</b>	CORPORATION: MINNESOTA

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
Registration Number:	2915287	AFFORDABLY INVITING
Registration Number:	1911304	ANN'S WEDDING STATIONERY
Registration Number:	2536363	ANN'S WEDDING STATIONERY
Registration Number:	2920012	CANOPY STREET
Registration Number:	1076412	DESIGNERS GOLD
Registration Number:	2868036	SEASONS OF LOVE
Registration Number:	2119481	INSPIRATIONS
Registration Number:	1307503	INSPIRATIONS
Registration Number:	2192158	NOW & FOREVER
Registration Number:	2846416	PROGRAMS GALORE
Registration Number:	1671736	BRIDE & GROOM

**CORRESPONDENCE DATA**

Fax Number: (612)632-4297

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

**900092234**

**TRADEMARK  
 REEL: 003662 FRAME: 0570**

**CH \$290.00 2915287**

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ATTORNEY DOCKET NUMBER:	85760
NAME OF SUBMITTER:	Gwen Spurrier
Signature:	/GDS/
Date:	11/17/2007

Total Attachments: 2  
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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, as identified below:

<b>Registration No.</b>	<b>Mark</b>	<b>Registration Date</b>
2,915,287	AFFORDABLY INVITING	December 28, 2004
1,911,304	ANN'S WEDDING STATIONERY	August 15, 1995
2,536,363	ANN'S WEDDING STATIONERY	February 5, 2002
2,920,012	CANOPY STREET	January 18, 2005
1,076,412	DESIGNERS GOLD and Design	November 1, 1977
2,868,036	SEASONS OF LOVE	July 27, 2004
2,119,481	INSPIRATIONS	December 9, 1997
1,307,503	INSPIRATIONS	November 27, 1984
2,192,158	NOW & FOREVER	September 29, 1998
2,846,416	PROGRAMS GALORE	May 25, 2004
1,671,736	BRIDE & GROOM	January 14, 1992

and

WHEREAS, **MCPHERSON'S (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 **MCPHERSON'S (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.

