# 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:	MCPHERSON'S (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: 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.

TRADEMARK REEL: 003662 FRAME: 0570

900092234

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

Total Attachments: 2

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TRADEMARK REEL: 003662 FRAME: 0571

#### 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:

Registration No.	Mark	Registration Date
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.

TRADEMARK REEL: 003662 FRAME: 0572

	Assignor: TAYLOR CORPORATION
Date: November 7, 2007	By Shaila D. Hagan
Date: November 1, 2007	Name: Sheila-B. Hagen Title: Vice President & Deputy General Counsel
STATE OF MINNESOTA )	
COUNTY OF NICOLLET ) ss.	
The foregoing was acknowledged Sheila B. Hagen, the VP Corporation, a corporation under the law	day of <u>Micombu</u> 2007, by <u>a Deputy Inwal Council</u> of Taylor s of Minnesota, on behalf of the corporation.
(NOTARIAL STAMP OR SEAL)	mari Dedeur
MARNI MARLENE BLICKEM S Notary Public-Minnesota My Commission Expires Jan 31, 2011	Signature of person taking Acknowledgment
	Assignee: MCPHERSON'S (US), INC.
Date: November	By
STATE OF MINNESOTA )	
COUNTY OF NICOLLET ) ss.	
The foregoing was acknowledged (US), Inc., a corporation under the laws of	day of NOV. 2007, by  CONTAIN of McPherson's of Minnesota, on behalf of the corporation.
(NOTARIAL STAMP OR SEAL)	
STACY J. AUGESON NOTARY PUBLIC – MINNEBOTA	Signature of person taking Acknowledgment

**RECORDED: 11/17/2007** 

TRADEMARK REEL: 003662 FRAME: 0573