

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
Argenbright, Inc.		11/12/2008	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Archway Marketing Services, Inc.		
Street Address:	19850 South Diamond Lake Road		
City:	Rogers		
State/Country:	MINNESOTA		
Postal Code:	55374		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3040107	ARCHWAY	
CORRESPONDENCE DATA			
Fax Number:	(612)335-1657		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6123351448		
Email:	eric.paulsrud@leonard.com		
Correspondent Name:	Eric D. Paulsrud		
Address Line 1:	150 South 5th Street		
Address Line 2:	Suite 2300		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	56652.00007		
NAME OF SUBMITTER:	Eric D. Paulsrud		
Signature:	/Eric D. Paulsrud/		
Date:	11/12/2008		

OP \$40.00 3040107

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

WHEREAS, Argenbright, Inc. a Georgia corporation, with a business address of 19850 South Diamond Lake Road, Rogers, Minnesota 55374 ("Assignor"), is the owner of the United States Federal Trademark Registration for the mark ARCHWAY, Reg. No. 3,040,107 for a variety of marketing and merchandising services in International Classes 35, 37 and 42 ("Trademark");

WHEREAS, Archway Marketing Services, Inc., a Delaware corporation, with a business address of 19850 South Diamond Lake Road, Rogers, Minnesota 55374 ("Assignee"), has been and is desirous of acquiring the Trademark;

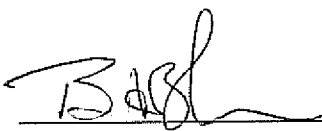
NOW, THEREFORE, for good and valuable consideration which is in excess of \$10.00, the receipt and adequacy of which are hereby acknowledged, and intending to be legally bound, Assignor does hereby sell, assign and transfer unto Assignee all right, title, and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, and the Trademark registration, as well as any and all claims, demands, causes of action, rights to sue or other rights occasioned from or because of any and all past infringement of such Trademark and the right to collect damages therefore throughout the world. Assignor makes no representations or warranties concerning the Trademark.

This Assignment is binding on Assignor, its successors and assigns, and will inure to the benefit of the Assignee, its successors and assigns. Nothing in this instrument, express or implied, is intended or shall be construed to confer upon, or give to, any person, corporation or entity other than Assignee, its successors and assigns, any remedy or claim under or by reason of this instrument, or any terms, covenants or conditions hereof, and all the terms, covenants and conditions in this instrument shall be for the sole and exclusive benefit of Assignee and its successors and assigns.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed on the date set forth below.

Argenbright, Inc. ("Assignor")

Date: 11/12/2008

By: 
Brian H. Burke
(Print Name)

Its: VP
(Title)