

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Diversified Graphics Incorporated		04/29/2008	CORPORATION: MINNESOTA

RECEIVING PARTY DATA

Name:	Gartner Studios, Inc.
Street Address:	220 East Myrtle Street
City:	Stillwater
State/Country:	MINNESOTA
Postal Code:	55082
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	2985030	BLUE MARMALADE
Registration Number:	3292011	DGINVENTIVE
Registration Number:	2769519	EXPRESSIONS OF LOVE
Registration Number:	2022021	GEORGE STANLEY
Registration Number:	2723960	M2 ORIGINALS
Registration Number:	1681167	MARA-MI
Registration Number:	2439063	ROOBEE
Registration Number:	3142643	SIMPLEPRINT
Registration Number:	2316216	WORLD OF JOURNALS
Registration Number:	1790359	WORLD OF JOURNALS EXPRESS
Registration Number:	2693710	XXOX
Registration Number:	2173175	ZOOMERANG

CORRESPONDENCE DATA

CH \$315.00 2985030

Fax Number: (612)573-2005
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 612-573-2000
Email: jmweyrauch@dbclaw.com
Correspondent Name: John M. Weyrauch
Address Line 1: 100 South Fifth Street
Address Line 2: Suite 2250
Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER:	G483.001.000
NAME OF SUBMITTER:	John M. Weyrauch
Signature:	/John M. Weyrauch/
Date:	11/13/2008

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made as of the day of April 29, 2008, by and between DIVERSIFIED GRAPHICS INCORPORATED, a Minnesota corporation ("Assignor") and GARTNER STUDIOS, INC., a Minnesota corporation ("Assignee").

RECITALS

- A. Assignor is the owner of the Assigned Trademarks (as defined below).
- B. Assignor desires to grant an assignment of all of its right, title, and interest in and to the Assigned Trademarks to Assignee, and Assignee desires to accept such assignment.

AGREEMENT

For valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and in consideration of the covenants and agreements set forth herein, Assignor and Assignee mutually agree as follows:

1. Definition of Assigned Trademarks. The term "Assigned Trademarks" shall mean the trademark registrations listed in Appendix A, as well as: (a) all common law rights therein; (b) all goodwill associated therewith; (c) all renewals thereof; and (d) all rights of action, powers and benefits accrued thereto, including the right to sue for and collect damages and payments for past or future infringements thereof.
2. Assignment of the Assigned Trademarks. Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns all of Assignor's right and title to and interest in the Assigned Trademarks.
3. Further Assurances. Upon reasonable request by Assignee, Assignor shall take, or cause to be taken, all actions and do, or cause to be done, all things necessary, proper or appropriate to confirm Assignee's ownership of the Assigned Trademarks and to otherwise effectuate the transactions contemplated by this assignment.

[Signature page to follow.]

IN WITNESS WHEREOF, this Assignment has been duly executed by Assignor and Assignee as of the date first written above.

ASSIGNOR:

DIVERSIFIED GRAPHICS
INCORPORATED

By Michael Lindquist
Its CEO

ASSIGNEE:

GARTNER STUDIOS, INC.

By _____
Its _____

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IN WITNESS WHEREOF, this Assignment has been duly executed by Assignor and Assignee as of the date first written above.

ASSIGNOR:

DIVERSIFIED GRAPHICS
INCORPORATED

By _____
Its _____

ASSIGNEE:

GARTNER STUDIOS, INC.

By *J. R. All*
Its CFO

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APPENDIX A

Assigned Trademark Registrations

Mark	Country	Reg. No.	Reg. Date
BLUE MARMALADE	U.S.	2985030	08/16/2005
DGINVENTIVE	U.S.	3292011	09/11/2007
EXPRESSIONS OF LOVE	U.S.	2769519	09/30/2003
GEORGE STANLEY	U.S.	2022021	12/10/1996
M2 ORIGINALS	U.S.	2723960	06/10/2003
MARA-MI	U.S.	1681167	03/31/1992
ROOBEE	U.S.	2439063	03/27/2001
SIMPLEPRINT	U.S.	3142643	09/12/2006
WORLD OF JOURNALS	U.S.	2316216	02/08/2000
WORLD OF JOURNALS EXPRESS & Design	U.S.	1790359	08/31/1993
XXOX	U.S.	2693710	03/04/2003
ZOOMERANG	U.S.	2173175	07/14/1998

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RECORDED: 11/13/2008

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