

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
McPherson's (US), Inc.		02/23/2009	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: 4			
Property Type	Number	Word Mark	
Registration Number:	2507158	DAWN	
Registration Number:	1243318	DAWN	
Registration Number:	2870625	DESTINATION ROMANCE	
Registration Number:	2874590	WEDDING COUNTRY	
CORRESPONDENCE DATA			
Fax Number:	(612)632-4444		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(612) 632-3000		
Email:	trademark@gpmlaw.com		
Correspondent Name:	Laura J. Hein		
Address Line 1:	P.O. Box 2906		
Address Line 4:	Minneapolis, MINNESOTA 55402-0906		
NAME OF SUBMITTER:	Cynthia Hefferan, Paralegal		
Signature:	/Cynthia Hefferan/		

CH \$115.00 2507158

Date:

02/24/2009

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, **MCPHERSON'S (US), INC.** ("Assignor"), a Minnesota corporation, with principal offices located at 1725 Roe Crest Drive, North Mankato, Minnesota 56002-3728, has adopted, used, and is using the marks which are registered in the United States Patent and Trademark Office, as identified below:

Registration No.	Mark	Registration Date
2,507,158	DAWN	November 13, 2001
1,243,318	DAWN	June 21, 1983
2,870,625	DESTINATION ROMANCE	August 03, 2004
2,874,590	WEDDING COUNTRY	August 17, 2004

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 **MCPHERSON'S (US), INC.** does hereby assign to **ARTCO (US), INC.**, 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.

Assignor:
MCPHERSON'S (US), INC.

By Thomas Johnson

Name: Thomas Johnson

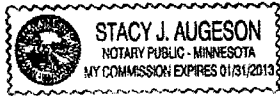
Title: Treasurer

Date: February 23, 2009

STATE OF MINNESOTA)
) ss.
COUNTY OF NICOLLET)

The foregoing was acknowledged before me this 23rd day of February 2009, by Thomas Johnson, the Treasurer of McPherson's (US), Inc., a corporation under the laws of Minnesota, on behalf of the corporation.

(NOTARIAL STAMP OR SEAL)



Stacy Augeson
Signature of person taking Acknowledgment