

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
Carlson Marketing Worldwide, Inc.		06/18/2009	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Carlson Companies, Inc.		
Street Address:	Carlson Parkway P.O. Box 59159		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55459-8249		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2268731	BRAVO!	
Registration Number:	3326857	CARLSON MARKETING	
Registration Number:	1737423	CARLSON MARKETING GROUP	
CORRESPONDENCE DATA			
Fax Number:	(763)212-8543		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	763-212-5002		
Email:	carlsonfiling@merchantgould.com		
Correspondent Name:	Travis L. Bachman		
Address Line 1:	Carlson Parkway P.O. Box 59159		
Address Line 4:	Minneapolis, MINNESOTA 55459-8249		
NAME OF SUBMITTER:	Travis L. Bachman		
Signature:	/Travis L. Bachman/		

OP \$90.00 2268731

Date:

06/19/2009

Total Attachments: 7

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“Trademark Assignment”) is executed this 18th day of June, 2009, by Carlson Marketing Worldwide, Inc., a New Jersey corporation with offices at Carlson Parkway, P.O. Box 59159, Minneapolis MN 55459-8249 (“Assignor”) for the benefit of Carlson Companies, Inc., a Minnesota corporation with offices at Carlson Parkway, P.O. Box 59159, Minneapolis MN 55459-8249 (“Assignee”).

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which are hereby acknowledged:

1. Assignor does hereby sell, transfer, convey and assign to Assignee, its successors and assigns, Assignor’s entire right, title and interest in and to: (a) the trademarks, service marks, trade names and logos listed on Exhibit A attached hereto (“Trademarks”); (b) any U.S. and foreign applications or registrations for the Trademarks, including those listed on Exhibit A; (c) the goodwill of the business connected with, and symbolized by, the Trademarks; and (d) all rights to seek and collect damages and other relief for past and future infringements and all proceeds thereof and all other rights and proceeds associated therewith.

2. Assignor agrees to execute any additional documents presented to Assignor by Assignee, and to perform any other acts which are or may be necessary to evidence or perfect this Trademark Assignment.

[NEXT PAGE IS SIGNATURE PAGE]

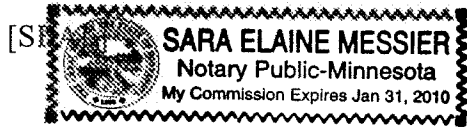
IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be executed as of the date first written above.

CARLSON MARKETING WORLDWIDE, INC.

By: Wanda K. Cahill
Name: Wanda K. Cahill
Title: Vice President-Legal & Secretary

STATE OF MINNESOTA)
)ss.
COUNTY OF HENNEPIN)

On this 18th day of June, 2009 before me personally appeared Wanda K. Cahill, Vice President-Legal & Secretary of Carlson Marketing Worldwide, Inc., to me known and known to me to be the person described in and who executed the foregoing instrument, and he/she duly acknowledged to me that he/she executed the same for the uses and purposes therein set forth.



Sara Elaine Messier
Notary Public

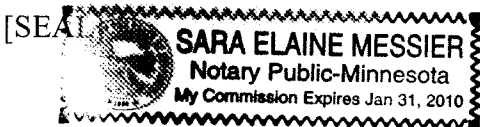
ACKNOWLEDGED:

CARLSON COMPANIES, INC.

By: [Signature]
Name: Travis L. Bachman
Title: Assistant Secretary

STATE OF MINNESOTA)
)ss.
COUNTY OF HENNEPIN)

On this 18th day of June, 2009 before me personally appeared Travis L. Bachman, Assistant Secretary of Carlson Companies, Inc., to me known and known to me to be the person described in and who executed the foregoing instrument, and he/she duly acknowledged to me that he/she executed the same for the uses and purposes therein set forth.



Sara Elaine Messier
Notary Public



EXHIBIT "A" - ASSIGNED TRADEMARKS

Mark	Country	Status	Appl No.	Reg. No.
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	Argentina	Registered	1946292	2071341
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	Australia	Registered	627449	627449
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	Brazil	Registered	818289562	818289562
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	Chile	Registered	291061	448969
CARLSON MARKETING GROUP & DESIGN (FLYING C DESIGN) 	Denmark	Registered	828486	8903805
CARLSON LEARNING COMPANY	France	Registered	119618	1521017
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	France	Registered	400497	92400497
CARLSON LOYALTY MARKETING SERVICES	Great Britain	Registered	1561076	1561076

Mark	Country	Status	Appl No.	Reg. No.
CARLSON MAILSEND	Great Britain	Registered	2266311	2266311
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	Great Britain	Registered	1549736	1549736
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	Great Britain	Registered	1549738	1549738
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	Great Britain	Registered	1549739	1549739
CARLSON WEBMAIL	Great Britain	Registered	2266313	2266313
CARLSON LEARNING	Greece	Registered	95231	95231
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	Indonesia	Registered	509727	509727
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	Kuwait	Registered	65127	59599
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	Mexico	Registered	217496	488262

Mark	Country	Status	Appl No.	Reg. No.
CARLSON MARKETING GROUP & DESIGN (FLYING C DESIGN) 	New Zealand	Registered	183053	B183053
CARLSON MARKETING GROUP & DESIGN (FLYING C DESIGN) 	New Zealand	Registered	183054	183054
CARLSON MARKETING GROUP & DESIGN (FLYING C DESIGN) 	New Zealand	Registered	183055	183055
CARLSON MARKETING GROUP & DESIGN (FLYING C DESIGN) 	New Zealand	Registered	183056	B183056
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	New Zealand	Registered	236193	236193
FLYING C DESIGN 	New Zealand	Registered	183692	183692
FLYING C DESIGN 	New Zealand	Registered	183693	183693

Mark	Country	Status	Appl No.	Reg. No.
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	Norway	Registered	0104117	213160
CARLSON MARKETING GROUP & DESIGN (FLYING C DESIGN) 	Portugal	Registered	239980	239980
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	Qatar	Registered	32299	32299
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	Saudi Arabia	Registered	89963	80657
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	South Korea	Registered	0111095	86253
CARLSON MARKETING GROUP & DESIGN (FLYING C DESIGN) 	Spain	Registered	1558830	1558830
CARLSON MARKETING GROUP & DESIGN (FLYING C DESIGN) 	Spain	Registered	1558831	1558831
BRAVO!	United States	Registered	75/475098	2268731

Mark	Country	Status	Appl No.	Reg. No.
CARLSON MARKETING & DESIGN (LEAF DESIGN) 	United States	Registered	78/757350	3326857
CARLSON MARKETING GROUP & DESIGN (WAVE DESIGN) 	United States	Registered	74/153928	1737423

Any other marks containing:

CARLSON

WAVE DESIGN



FLYING C DESIGN



BRAVO