

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
Piet Schreurs Holding B.V.		08/17/2009	CORPORATION: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Poulsen Roser A/S		
Street Address:	Hillerodvejen 49		
City:	Fredensborg		
State/Country:	DENMARK		
Postal Code:	3480		
Entity Type:	CORPORATION: DENMARK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78540037	VICTORY!	
CORRESPONDENCE DATA			
Fax Number:	(202)289-1330		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-408-6919		
Email:	hparksuk@btlaw.com		
Correspondent Name:	Hae Park-Suk		
Address Line 1:	750 17th Street, NW		
Address Line 2:	Suite 900		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
ATTORNEY DOCKET NUMBER:	38845-43674		
DOMESTIC REPRESENTATIVE			
Name:	Michael G. Frey		
Address Line 1:	2800 Chemed Center		
Address Line 2:	255 East Fifth Street		

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**TRADEMARK
 REEL: 004052 FRAME: 0013**

Address Line 4: Cincinnati, OHIO 45202

NAME OF SUBMITTER:	Hae Park-Suk
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Signature:	/hparksuk/
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Date:	08/24/2009
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Total Attachments: 1 source=victory-signed#page1.tif

TRADEMARK ASSIGNMENT

WHEREAS, Piet Schreurs Holding B.V., a Dutch corporation with an address at Hoofdweg 81, 1424 PD De Kwakel, NL [hereinafter "Assignor"], has adopted, used and is using the mark VICTORY! [hereinafter, the "Mark"] in connection with cut flowers; ~~flower bulbs, flower seeds, live flowers, roses;~~

LB 24/8/05.

WHEREAS, Assignor owns U.S. Application Ser. No. 78/540,037, filed December 30, 2004, for said Mark; and

WHEREAS, Poulsen Roser A/S, a Danish corporation with an address at Hillerødvejen 49, 3480 Fredensborg, DK [hereinafter "Assignee"], desires to acquire the entire right, title and interest in and to said Mark, as well as the U.S. application therefor or any resulting registration, together with the goodwill of the business associated with the Mark;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, the entire right, title and interest in and to the Mark, including the right to take legal action and recover for past infringements thereof and to enjoin future infringements, together with the goodwill of the business associated with the Mark, and the United States application therefor and any resulting registration.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment on this 17th day of August, 2005

PIET SCHREURS HOLDING B.V.

By: [Signature]

Name: Leon Buskeemolen

Title: managing director