

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.		12/07/2009	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: 2			
Property Type	Number	Word Mark	
Registration Number:	0684556	GOLD BOND	
Registration Number:	0506080	GOLD BOND	
CORRESPONDENCE DATA			
Fax Number:	(763)212-8543		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	763-212-3443		
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/		
Date:	12/09/2009		

OP \$65.00 0684556

Total Attachments: 3

source=Gold Bond Assignment_Page_1#page1.tif

source=Gold Bond Assignment_Page_2#page1.tif

source=Gold Bond Assignment_Page_3#page1.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment"), between Carlson Marketing Worldwide, Inc., a corporation organized under the laws of New Jersey, U.S.A. ("CMW"), and Carlson Companies, Inc., a corporation organized under the laws of Minnesota, U.S.A. ("CCI"), is effective DECEMBER 7, 2009 (the "Effective Date").

RECITALS

- A. CMW and CCI have executed that certain Gold Bond Assignment and License dated DECEMBER 7, 2009 and effective DECEMBER 7, 2009 (the "Agreement"), which more fully documents the rights and obligations of the parties with respect to the subject matter hereof;
- B. For ease of administration and recordal, CMW and CCI desire to execute this Assignment, confirming the transfer of certain rights in and to the GOLD BOND trademark and variations thereof (the "Marks") for the goods and services described in the registrations listed on Schedule A attached hereto (the "Registrations").

NOW, THEREFORE, in consideration of, among other things, the mutual covenants and agreements contained in the Agreement, the receipt and sufficiency of which are hereby acknowledged, CMW and CCI agree as follows, with effect from the Effective Date:

1. Assignment of Rights. CMW does hereby assign to CCI, all of CMW's right, title and interest in and to the Marks, the Registrations, and the goodwill of the business connected therewith and symbolized thereby.
2. Relationship with the Agreement. This Assignment is intended to evidence the transactions contained in the Agreement. This Assignment is in all respects subject to the provisions of the Agreement and is not intended in any way to supersede, limit or qualify any provision of the Agreement.
3. Choice of Law and Jurisdiction. This Assignment shall be construed and interpreted in accordance with the laws of the State of Minnesota, as though all acts and omissions related to this Assignment occurred in the State of Minnesota.
4. Successors. This Assignment shall inure to the benefit of and is binding upon the respective successors and assigns of CMW and CCI.

[NEXT PAGE IS THE SIGNATURE PAGE]

IN WITNESS WHEREOF, CMW and CCI have caused this Assignment to be duly executed this 7th day of DECEMBER, 2009 with effect as of the Effective Date.

Carlson Marketing Worldwide, Inc.

Carlson Companies, Inc.

Wanda K. Cahill
By: Wanda K. Cahill
Its: Vice President

Deane Bruner
By: DEANE BRUNER
Its: VICE PRESIDENT

STATE OF MINNESOTA)
) SS:
COUNTY OF HENNEPIN)

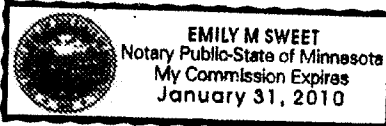
Subscribed and sworn to this 3rd day of December, 2009 by Wanda K. Cahill known to me to be the Vice President of Carlson Marketing Worldwide, Inc.

(seal)  MARY H. LAHR-HILL
Notary Public-Minnesota
My Commission Expires Jan 31, 2010

Notary Public: Mary H Lahr-Hill
My Commission Expires: January 31, 2010


STATE OF MINNESOTA)
) SS:
COUNTY OF HENNEPIN)

Subscribed and sworn to this 3rd day of December, 2009 by Deane Bruner known to me to be the Vice President of Carlson Companies, Inc.

(seal)  EMILY M SWEET
Notary Public-State of Minnesota
My Commission Expires
January 31, 2010

Notary Public: Emily M Sweet
My Commission Expires January 31, 2010

Schedule A - Registrations

Mark	Country	Status	Appl No.	Reg. No.	Appl. Date	Reg. Date
GOLD BOND	United States	Registered	72/056254	684556	7/29/1958	9/1/1959
GOLD BOND & DESIGN 	United States	Registered	71/544443	506080	12/16/1947	1/25/1949
GOLD BOND	Benelux	Registered	013025	043666	9/29/1971	9/29/1973
GOLD BOND	Netherlands Antilles	Registered	N/A	11844	3/20/1981	6/2/1981