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
Figi's, Inc.		10/15/2013	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	Figi's Companies, Inc.
Street Address:	3200 South Central Avenue
City:	Marshfield
State/Country:	WISCONSIN
Postal Code:	54404
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	3001738	ADVENTURES IN CHEESE
Registration Number:	3004242	ADVENTURES IN CHEESE
Registration Number:	2359870	CREAMY COUNTRY
Registration Number:	2557800	FIGI'S
Registration Number:	3834053	FIGI'S CHOCOLATE SHOPPE
Registration Number:	3427674	FIGI'S SIGNATURE
Registration Number:	1236298	GIFTS IN GOOD TASTE
Registration Number:	3279260	KAVE KURE
Registration Number:	3282293	MOO MIX
Registration Number:	3282292	MOO MIX
Registration Number:	3410746	RED WAGON GIFTS QUALITY DELIVERED TO YOU
Registration Number:	4231095	MOO MIX
Registration Number:	4231096	MOO MIX MMM... MOO-VELOUS!
Registration Number:	4365332	MARSH-MOO-LOW

OP $415.00 3001738

Serial Number:	85556056	SANTA'S DELIVERIES JUST GOT DELICIOUS
Serial Number:	86064578	S'MOO

CORRESPONDENCE DATA

Fax Number: 6123329081

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 612.332.5300

Email: lstrom@merchantgould.com

Correspondent Name: Merchant & Gould P.C.

Address Line 1: PO Box 2910

Address Line 4: Minneapolis, MINNESOTA 55402-0910

ATTORNEY DOCKET NUMBER:	8131.00000001
NAME OF SUBMITTER:	Andrew S. Ehard
Signature:	/Andrew S. Ehard/
Date:	10/21/2013

Total Attachments: 9

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TRADEMARK AND COPYRIGHT ASSIGNMENT

WHEREAS, Figi's, Inc. (hereinafter "**Assignor**"), a corporation of Wisconsin with a mailing address at 3750 State Road, Bensalem, PA 19020 is the owner of the Trademarks and Copyrights summarized in Exhibits A and B attached hereto;

WHEREAS, Figi's Companies, Inc. (hereinafter "**Assignee**"), a corporation of Wisconsin with a mailing address at 3200 South Central Avenue, Marshfield, WI 54404 is desirous of acquiring all right, title, interest and goodwill in and to the Trademarks and Copyrights summarized in Exhibits A and B attached hereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said Assignee, its successors or assigns, the entire right, title, interest and goodwill in and to the Trademarks and Copyrights, together with the goodwill and other incidents of its business associated with or symbolized by the Trademarks and Copyrights with an Effective Date of October 15, 2013.

Figi's, Inc.

By: James H. Krueger

Name: James H. Krueger

Its: President

Figi's Companies, Inc.

By:_____

Name:_____

Its:_____

(*Signature Page to Trademark and Copyright Assignment*)

Figi's, Inc.

By:_____

Name: James H. Krueger

Its: President

Figi's Companies, Inc.

By:_____

Name: Daniel J. Hunt

Its: CEO

(Signature Page to Trademark and Copyright Assignment)

EXHIBIT A

Registered U.S. Trademarks

Trademark	Class	Registration Number	Registration Date	Renewal Date
ADVENTURES IN CHEESE	29 Int.	3001738	27-Sep-2005	27-Sep-2015
ADVENTURES IN CHEESE	35 Int.	3004242	4-Oct-2005	4-Oct-2015
CREAMY COUNTRY	29 Int.	2359870	20-Jun-2000	20-Jun-2020
FIGI'S	29 Int., 30 Int., 31 Int., 35 Int.	2557800	9-Apr-2002	9-Apr-2022
FIGI'S CHOCOLATE SHOPPE	30 int.	3834053	17-Aug-2010	17-Aug-2020
FIGI'S SIGNATURE	35 Int.	3427674	13-May-2008	13-May-2018
GIFTS IN GOOD TASTE	16 Int., 42 Int.	1236298	3-May-1983	3-May-2023
KAVE KURE	29 Int.	3279260	14-Aug-2007	14-Aug-2017
MOO MIX	30 Int.	3282293	21-Aug-2007	21-Aug-2017
MOO MIX (Design plus words)	30 Int.	3282292	21-Aug-2007	21-Aug-2017
RED WAGON GIFTS/Quality delivered to your door since 1944.	35 Int.	3410746	8-Apr-2008	8-Apr-2018
MOO MIX and design	30 Int.	4231095	23-Oct-2012	23-Oct-2022
Moo Mix MMM… Moo-Velous! and design	30 Int.	4231096	23-Oct-2012	23-Oct-2022
MARSH-MOO-LOW	30 Int.	4365332	9-Jul-2013	9-Jul-2023

Pending U.S. Trademarks

Trademark	Class	Application Number	Application Date	Status
SANTA'S DELIVERIES JUST GOT DELICIOUS	16 Int., 35 Int.	85-556056	23-Feb-2012	Response filed; proceeding to registration
S'MOO	30	86-064578	13-Sep-2013	Pending

EXHIBIT B

U.S. Copyrights

Year	Program	Registration No.
1971	GIFTS IN GOOD TASTE	A211166
1972	GIFTS IN GOOD TASTE	A371666
1973	GIFTS IN GOOD TASTE (1973 EDITION)	A466397
1974	SPRINGTIME GIFTS IN GOOD TASTE	A579948
1974	GIFTS IN GOOD TASTE (1974 EDITION)	A581598
1975	GIFTS IN GOOD TASTE 1975	A674788
1976	GIFTS IN GOOD TASTE 1976	A789367
1976	SPRINGTIME GIFTS IN GOOD TASTE	A728195
1977	GIFTS IN GOOD TASTE - 1977 (TREE SCENE)	A887988
1977	GIFTS IN GOOD TASTE - 1977 (WINTER SCENE)	A887976
1977	SPRINGTIME GIFTS IN GOOD TASTE	A835056
1978	FIGI'S GIFTS IN GOOD TASTE	TX 85-965
1978	VALENTINE GIFTS IN GOOD TASTE BY FIGI'S	TX 16-009
1978	FIGI'S SPRINGTIME & EASTER GIFTS IN GOOD TASTE	TX 5-454
1979	THE COOK'S COLLECTION BY FIGI'S	TX 243-191
1979	THE COOK'S COLLECTION BY FIGI'S	TX 341-811
1980	THE COOK'S COLLECTION BY FIGI'S SPRING & SUMMER 1980	TX 438-238
1980	THE COOK'S COLLECTION BY FIGI'S FALL/WINTER 1980	TX 556-601
1980	FIGI'S MOTHER'S DAY GIFTS	TX 442-589
1981	FIGI'S COLLECTION FOR COOKING FALL/WINTER 1981	TX 754-895
1981	COLLECTIONS FOR COOKING SPRING/SUMMER 1981	TX 612-595
1981	FIGI'S MOTHER'S DAY GIFTS	TX 657-575
1982	FIGI'S COLLECTION FOR COOKING FALL/WINTER 1982	TX 976-454
1982	COLLECTIONS FOR COOKING SPRING/SUMMER 1982	TX 828-862
1982	COLLECTIONS FOR COOKING SPECIAL SUPPLEMENTAL EDITION	TX 902-190
1983	BULB COLLECTION	TX 1-086-146
1983	FIGI'S COLLECTION FOR COOKING CHRISTMAS 1983	TX 1-226-117
1983	FIGI'S COLLECTION FOR COOKING FALL & WINTER 1983	TX 1-193-656
1983	COLLECTIONS FOR COOKING SUMMER 1983	TX 1-086-147
1983	COLLECTIONS FOR COOKING SPRING/SUMMER 1983	TX 1-056-514
1983	FIGI'S SHOWCASE COLLECTION - FALL 1983	TX 1-226-118
1984	FIGI'S COLLECTION FOR COOKING FALL/WINTER 1984	TX 1-425-177
1984	COLLECTIONS FOR COOKING SUMMER 1984	TX 1-309-655
1984	COLLECTIONS FOR COOKING SPRING 1984	TX 1-271-828
1984	FIGI'S SHOWCASE COLLECTION - HOLIDAY 1984	TX 1-442-585
1984	FIGI'S SHOWCASE COLLECTION - SPRING 1984	TX 1-271-829
1984	FIGI'S SPECIAL GIFTS FOR SPECIAL PEOPLE	TX 1-442-584
1985	FIGI'S SHOWCASE COLLECTION - SPRING 1985	TX 1-509-931
1987	FIGI'S GREETINGS IN GOOD TASTE	TX 2-152-779
1988	FIGI'S LIFESTYLE COLLECTION - FALL - WINTER 1988	TX 2-436-589
1988	FIGI'S LIFESTYLE COLLECTION SPRING/SUMMER 1988	TX 2-436-590
1989	FIGI'S ESSENTIALLY CHOCOLATE GIFTS - CHRISTMAS 1989	TX 2-682-247

Year	Program	Registration No.
1989	FIGI'S LIFESTYLE COLLECTION - FALL & WINTER 1989	TX 2-663-916
1989	FIGI'S LIFESTYLE COLLECTION - FALL & WINTER 1989	TX 2-699-292
1989	FIGI'S LIFESTYLE COLLECTION SPRING & SUMMER 1989	TX 2-498-307
1990	FIGI'S CONFETTI & BOWS	TX 2-950-052
1990	FIGI'S LIFESTYLE COLLECTION – FALL/WINTER 1990	TX 2-922-247
1991	HOLIDAY 1991 GIFTS IN GOOD TASTE BEAUTY CATALOG	TX 3-189-539
1991	BUSINESS GIFT HEADQUARTERS HOLIDAY 1991	TX 3-189-542
1991	FIGI'S CONFETTI & BOWS	TX 3-171-452
1991	FIGI'S COOK'S SHOPPE (FALL 1991)	TX 3-167-602
1991	FIGI'S FINE JEWELRY COLLECTION	TX 3-219-195
1991	THE GIFT DIMENSION (FALL/WINTER 1991)	TX 3-178-912
1991	FIGI'S TIME OUT FOR KIDS	TX 3-234-972
1991	FIGI'S LIFESTYLE COLLECTION - FALL/WINTER 1991	TX 3-166-506
1991	FIGI'S LIFESTYLE COLLECTION SPRING 1991	TX 3-009-535
1991	FIGI'S CORNER SHOPPE	TX 3-251-694
1991	FIGI'S WINDOWSILL GIFTS	TX 3-189-541
1991	FIGI'S GIFTS IN GOOD TASTE (40 PAGE) - (WINNERS CATALOG), HOLIDAYS 1991	TX 3-189-543
1992	FIGI'S AT HOME OUTDOORS	TX 3-263-565
1992	BUSINESS GIFTS	TX 3-437-691
1992	BUSINESS GIFTS & INCENTIVES	TX 1-390-202
1992	FIGI'S GIFTS ESPECIALLY FOR HIM	TX 3-453-142
1992	FIGI'S GIFTS IN GOOD HEALTH	TX 3-422-208
1992	FIGI'S LIFESTYLE COLLECTION - FALL 1992	TX 3-422-246
1992	FIGI'S LIFESTYLE COLLECTION SPRING 1992	TX 3-251-695
1993	FIGI'S OVERSTOCK CATALOG	TX 3-492-116
1979	CHRISTMAS	TX 310-257
1980	CHRISTMAS	TX 535-215
1981	CHRISTMAS	TX 748-136
1982	CHRISTMAS	TX 976-455
1983	CHRISTMAS	TX 1-181-701
1983	CHRISTMAS	TX 1-186-498
1984	CHRISTMAS	TX 1-417-258
1985	CHRISTMAS	TX 1-655-339
1986	CHRISTMAS	TX 1-950-439
1987	CHRISTMAS	TX 2-175-894
1988	CHRISTMAS	TX 2-429-979
1988	CHRISTMAS	TX 2-437-861
1989	CHRISTMAS	TX 2-638-720
1990	CHRISTMAS	TX 2-907-236
1991	CHRISTMAS	TX 3-140-862
1992	CHRISTMAS	TX 3-422-190
1993	CHRISTMAS	TX 3-678-533
1994	CHRISTMAS	TX 3-909-046
1995	CHRISTMAS	TX 4-134-917
1996	CHRISTMAS	TX 4-250-184
1997	CHRISTMAS	TX 4-625-837

Year	Program	Registration No.
1998	CHRISTMAS	TX 4-831-377
1999	CHRISTMAS	TX 5-048-953
2000	CHRISTMAS	TX 5-312-335
2001	CHRISTMAS	TX 5-441-222
1979	EASTER	TX 258-422
1980	EASTER	TX 426-013
1981	EASTER	TX 635-485
1982	EASTER	TX 855-141
1983	EASTER	TX 1-073-025
1984	EASTER	TX 1-302-811
1985	EASTER	TX 1-523-746
1986	EASTER	TX 1-759-973
1987	EASTER	TX 2-027-201
1988	EASTER	TX 2-270-095
1989	EASTER	TX 2-514-652
1990	EASTER	TX 2-763-503
1991	EASTER	TX 3-054-844
1992	EASTER	TX 3-263-564
1993	EASTER	TX 3-507-213
1994	EASTER	TX 3-823-128
1995	EASTER	TX 4-035-954
1996	EASTER	TX 4-231-164
1997	EASTER	TX 4-487-942
1998	EASTER	TX 4-737-645
1999	EASTER	TX 4-942-394
2000	EASTER	TX 5-155-668
2001	EASTER	TX 5-348-790
1988	FALL MINI	TX 2-436-357
1989	FALL MINI	TX 2-653-439
1991	FALL MINI	TX 3-176-580
1992	FALL MINI	TX 3-390-203
1993	FALL MINI	TX 3-685-843
1994	FALL MINI	TX 3-899-817
1995	FALL MINI	TX 4-138-702
1996	FALL MINI	TX 4-360-780
1997	FALL MINI	TX 4-632-980
1998	FALL MINI	TX 4-854-765
1999	FALL MINI	TX 5-053-646
2000	FALL MINI	TX 5-318-339
1987	LIFESTYLE	TX 2-175-897
1988	LIFESTYLE (CHRISTMAS)	TX 2-436-595
1982	MDG	TX 886-460
1983	MDG	TX 1-108-305
1984	MDG	TX 1-323-494
1985	MDG	TX 1-554-078
1986	MDG	TX 1-789-356
1987	MDG	TX 2-040-277

Year	Program	Registration No.
1988	MDG	TX 2-313-137
1989	MDG	TX 2-563-257
1990	MDG	TX 2-804-724
1991	MDG	TX 3-067-275
1992	MDG	TX 3-280-083
1993	MDG	TX 3-518-550
1994	MDG	TX 3-724-056
1995	MDG	TX 4-036-353
1996	MDG	TX 4-242-630
1997	MDG	TX 4-525-492
1998	MDG	TX 4-755-432
1999	MDG	TX 4-955-648
2000	MDG	TX 5-240-096
2001	MDG	TX 5-374-325
1990	MOMENTS TO REMEMBER	TX 2-916-314
1991	MOMENTS TO REMEMBER	TX 3-176-582
1992	MOMENTS TO REMEMBER	TX 3-422-189
2001	MSM AUG/SEPT	TX 5-441-231
2000	MSM CHRISTMAS	TX 5-364-603
2001	MSM CHRISTMAS	TX 5-562-853
2000	MSM EARLY FALL	TX 5-312-269
2001	MSM EARLY SPRING	TX 5-328-740
2000	MSM EARLY SUMMER	TX 5-158-995
1998	MSM FALL	TX 4-883-400
1999	MSM FALL	TX 5-047-399
2001	MSM HOLIDAY	TX 5-500-565
2002	MSM JANUARY	TX 5-637-630
2000	MSM LATE FALL	TX 5-304-206
2001	MSM OCT/NOV	TX 5-447-652
1999	MSM PETS (FALL)	TX 5-055-172
2000	MSM PETS (SPRING)	TX 5-174-483
1999	MSM SPRING	TX 4-317-903
2000	MSM SPRING	TX 5-061-740
1999	MSM WINTER	TX 5-026-126
1988	NUTCRACKER SWEETS	TX 2-450-565
1989	NUTCRACKER SWEETS	TX 2-675-157
1990	NUTCRACKER SWEETS	TX 2-931-284
1992	NUTCRACKER SWEETS	TX 3-440-005
1993	NUTCRACKER SWEETS	TX 3-678-532
1994	NUTCRACKER SWEETS	TX 3-899-818
1995	NUTCRACKER SWEETS	TX 4-132-726
1996	NUTCRACKER SWEETS	TX 4-384-778
1997	NUTCRACKER SWEETS	TX 4-637-730
1998	NUTCRACKER SWEETS	TX 4-703-723
1991	NUTCRACKER SWEETS (FALL)	TX 3-176-581
1991	NUTCRACKER SWEETS (SPRING)	TX 3-038-855

Year	Program	Registration No.
1989	SPRING MINI	TX 2-487-697
1992	SPRING MINI	TX 3-237-763
1979	VALENTINE	TX 195-434
1980	VALENTINE	TX 609-069
1980	VALENTINE	TX 401-707
1981	VALENTINE	TX 871-726
1982	VALENTINE	TX 1-056-513
1984	VALENTINE	TX 1-271-827
1985	VALENTINE	TX 1-492-301
1986	VALENTINE	TX 1-734-063
1987	VALENTINE	TX 1-992-570
1988	VALENTINE	TX 2-238-099
1989	VALENTINE	TX 2-477-997
1990	VALENTINE	TX 2-742-286
1991	VALENTINE	TX 3-008-603
1992	VALENTINE	TX 3-230-355
1993	VALENTINE	TX 3-484-486
1994	VALENTINE	TX 3-741-947
1995	VALENTINE	TX 3-994-512
1996	VALENTINE	TX 4-202-148
1997	VALENTINE	TX 4-463-235
1998	VALENTINE	TX 4-702-224
1999	VALENTINE	TX 4-943-449
2000	VALENTINE	TX 5-143-412
2000	VALENTINE	TX 5-312-526
2002	VALENTINE	TX 5-557-377
1988	Figi's Essentially Chocolate Gifts	TX-2-486-936
2001	Maple Street Merchants	TX-5-441-231