

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM872748

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Declaration Regarding Ownership		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Masterpiece Studios, Inc.		01/30/2024	Corporation: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Occasions Group, Inc.		
<b>Street Address:</b>	1725 Roe Crest Drive		
<b>City:</b>	North Mankato		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	56003		
<b>Entity Type:</b>	Corporation: MINNESOTA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3065551	CENTURY GREETINGS	
<b>Registration Number:</b>	2358905	HOLIDAY COLLECTION	
<b>Registration Number:</b>	2818477	HOLLYVILLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	6129778550		
<b>Email:</b>	trademark@taftlaw.com		
<b>Correspondent Name:</b>	Cheryl Johnson		
<b>Address Line 1:</b>	2200 IDS Center, 80 South 8th Street		
<b>Address Line 2:</b>	Taft Stettinius & Hollister LLP		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402-2210		
<b>NAME OF SUBMITTER:</b>	Cheryl Johnson		
<b>SIGNATURE:</b>	/Cheryl Johnson/		
<b>DATE SIGNED:</b>	01/31/2024		
<b>Total Attachments: 10</b>			
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**IN THE UNITED STATES PATENT & TRADEMARK OFFICE  
DECLARATION REGARDING OWNERSHIP**

I, Gregory W. Jackson, Executive Vice President of The Occasions Group, Inc. (a Minnesota corporation), hereby declare:

1. This Declaration is filed to update the ownership record for the following trademark registrations in the USPTO (the "**Registrations**");

MARK	APP. NO.	DATE FILED	REG. NO.
CENTURY GREETINGS	78/545,612	Jan 11, 2005	3065551
HOLIDAY COLLECTION	75/763,608	Jul 29, 1999	2358905
HOLLYVILLE	78/182,856	Nov 7, 2002	2818477

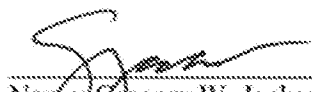
Specifically, this Declaration is filed to clarify that the current owner of the Registrations, and the marks in the Registrations, is The Occasions Group, Inc.

2. USPTO records list the current owner of the Registrations as **Masterpiece Studios, Inc.** (a Minnesota corporation). Masterpiece Studios, Inc. was reorganized in 2010, and as of December 31, 2010, the Registrations, the marks in the Registrations, the goodwill associated with said marks, and other of Masterpiece Studios, Inc.'s assets were transferred to **Fine Impressions, Inc.** (a Minnesota corporation). See **Exhibit A**, Press Release announcing reorganization of Masterpiece Studios, Inc.
3. On April 1, 2018, Fine Impressions, Inc. was merged with and into Occasions Strategic Accounts, Inc. (a Minnesota corporation). At the effective time of the merger, the name of Occasions Strategic Accounts, Inc. was changed to **The Occasions Group, Inc.** (a Minnesota corporation). See **Exhibit B**, Certificate of Merger from the Office of the Minnesota Secretary of State.
4. As of April 1, 2018, the current owner of the Registrations is The Occasions Group, Inc. (a Minnesota corporation).

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Date: 1/30/2024

By:

  
Name: Gregory W. Jackson  
Title: Executive Vice President

# EXHIBIT A



## **FOR IMMEDIATE RELEASE**

### **MASTERPIECE STUDIOS' PRODUCT LINES MIGRATE TO OTHER MANKATO-BASED TAYLOR COMPANIES**

**North Mankato, Minnesota – September 16, 2010** – Masterpiece Studios Inc. announced today that it is reorganizing its North Mankato business and migrating its product lines to sister companies in North Mankato in an effort to optimize operational capacity and leverage talents and resources within the Taylor organization.

All work that is currently being performed at this facility will be transitioned over the next 6 – 12 months. Despite the reorganization, Masterpiece Studios' customers will continue receiving the same high level of service that they received from this facility.

Dave Humbert, President of Masterpiece Studios, was quoted as follows:

*"This was a difficult decision for us as we realize that Masterpiece Studios has been serving customers for the past 10 years from this facility. Our employees have always displayed great work ethic and passion for their jobs, their company and their customers.*

*As the product lines and work are integrated into other Taylor companies based in Mankato, we will be identifying opportunities for Masterpiece Studios employees to continue their employment within the Taylor organization. Preserving jobs and talent are a key priority for us as we strategically move our product lines within other Taylor business units."*

#### **About Masterpiece Studios - North Mankato, MN**

Masterpiece Studios is a leader in the development, marketing and distribution of boxed holiday cards, boxed social stationery, imprintable/scrapbooking papers and preprinted decorated paper for laser and inkjet paper to large retail and internet customers.

#### **Company Contact:**

Dave Humbert, President  
Phone: (507) 388 - 8788

# **EXHIBIT B**

**Office of the Minnesota Secretary of State  
Certificate of Merger**

I, Steve Simon, Secretary of State of Minnesota, certify that: the documents required to effectuate a merger between the entities listed below and designating the surviving entity have been filed in this office on the date noted on this certificate.

Merger Filed Pursuant to Minnesota Statutes, Chapter: 302A

Home Jurisdiction and Names of Merging Entities:

MINNESOTA: THE OCCASIONS GROUP, INC.  
MINNESOTA: ARTCO (US), INC.  
MINNESOTA: CARLSON CRAFT, INC.  
MINNESOTA: MCPHERSON'S (US), INC.  
MINNESOTA: TATEX, INC.  
MINNESOTA: FINE IMPRESSIONS, INC.  
MINNESOTA: OCCASIONS STRATEGIC ACCOUNTS, INC.

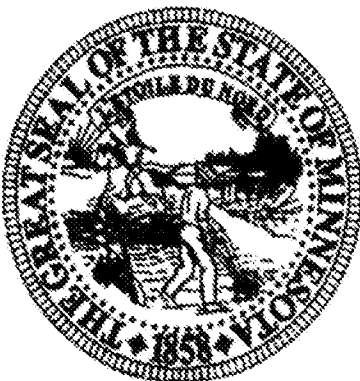
Home Jurisdiction and Name of Surviving Entity:

MINNESOTA: OCCASIONS STRATEGIC ACCOUNTS, INC.

Name of Surviving Entity after Effective Date of Merger:

THE OCCASIONS GROUP, INC.

This certificate has been issued on: 03/27/2018



*Steve Simon*

Steve Simon  
Secretary of State  
State of Minnesota



ARTICLES OF MERGER

OF

THE OCCASIONS GROUP, INC.,  
(a Minnesota corporation)

ARTCO (US), INC.,  
(a Minnesota corporation)

CARLSON CRAFT, INC.,  
(a Minnesota corporation)

MCPHERSON'S (US), INC.,  
(a Minnesota corporation)

TATEX, INC.  
(a Minnesota corporation)

AND

FINE IMPRESSIONS, INC.  
(a Minnesota corporation)

WITH AND INTO

OCCASIONS STRATEGIC ACCOUNTS, INC.  
(a Minnesota corporation)

Pursuant to the provisions of Minnesota Statutes, Section 302A.621, the undersigned officer of The Occasions Group, Inc., a Minnesota corporation (the "Parent") hereby certifies that:

**FIRST:** Attached hereto as Exhibit A is a true and correct copy of the Plan of Merger (the "Plan of Merger") whereby Parent, Artco (US), Inc. ("Artco"), Carlson Craft, Inc. ("CC"), McPherson's (US), Inc. ("McPherson's"), Talex, Inc. ("Talex") and Fine Impressions, Inc. ("FI") are all merged into Occasions Strategic Accounts, Inc., a Minnesota corporation ("Surviving Subsidiary").

**SECOND:** The Surviving Subsidiary has one (1) share of common capital stock issued and outstanding immediately prior to the merger, such share being of one class and no series, all of which is owned by the Parent.



**THIRD:** Arteo has one (1) share of common capital stock issued and outstanding immediately prior to the merger, such share being of one class and no series, all of which is owned by the Parent.

**FOURTH:** CC has one (1) share of common capital stock issued and outstanding immediately prior to the merger, such share being of one class and no series, all of which is owned by the Parent.

**FIFTH:** McPherson's has one (1) share of common capital stock issued and outstanding immediately prior to the merger, such share being of one class and no series, all of which is owned by the Parent.

**SIXTH:** Tatex has one (1) share of common capital stock issued and outstanding immediately prior to the merger, such share being of one class and no series, all of which is owned by the Parent.

**SEVENTH:** FI has one (1) share of common capital stock issued and outstanding immediately prior to the merger, such share being of one class and no series, all of which is owned by the Parent.

**EIGHTH:** The Plan of Merger has been approved by all of the directors of the Parent by unanimous writing in lieu of a meeting of the directors in accordance with the provisions of Minnesota Statutes Sections 302A.621 and 302A.239.

The Occasions Group, Inc.,  
a Minnesota corporation (the Parent)

Date: March 20, 2018

By: Suzanne M. Sodky

Name: Suzanne M. Sodky

Its: VI - General Counsel

Exhibit A

PLAN OF MERGER

THIS PLAN OF MERGER (the "Plan") is effective as of 12:01am on April 1, 2018, and is made by The Occasions Group, Inc., a Minnesota corporation ("Parent"), with respect to Arcoo (US), Inc., a Minnesota corporation ("Arcoo"), Carlson Craft, Inc., a Minnesota corporation ("CC"), McPherson's (US), Inc., a Minnesota corporation ("McPherson's"), Tatex, Inc., a Minnesota corporation ("Tatex"), Fine Impressions, Inc., a Minnesota corporation ("FI") and Occasions Strategic Accounts, Inc., a Minnesota corporation ("Surviving Subsidiary"), and is adopted pursuant to Minnesota Statutes Section 302A.621.

WHEREAS, as of the date first written above, Surviving Subsidiary, Arcoo, CC, McPherson's, Tatex and FI are each wholly-owned subsidiaries of Parent;

WHEREAS, Parent desires to merge itself and Arcoo, CC, McPherson's, Tatex and FI into Surviving Subsidiary pursuant to governing law.

NOW, THEREFORE, in consideration of these premises and the mutual covenants contained herein, the provisions of the Plan are as follows:

1. Share Ownership. There is one (1) share of common capital stock of Surviving Subsidiary issued and outstanding as of the date hereof, all of which is owned by Parent. There is one (1) share of common capital stock of Arcoo issued and outstanding as of the date hereof, all of which is owned by Parent. There is one (1) share of common capital stock of CC issued and outstanding as of the date hereof, all of which is owned by Parent. There is one (1) share of common capital stock of McPherson's issued and outstanding as of the date hereof, all of which is owned by Parent. There is one (1) share of common capital stock of Tatex issued and outstanding as of the date hereof, all of which is owned by Parent. There is one (1) share of common capital stock of FI issued and outstanding as of the date hereof, all of which is owned by Parent.

2. Plan of Merger. Effective as of April 1, 2018, or if later, upon filing of the Articles of Merger with the Secretary of the State of Minnesota (the "Effective Time"), Parent, Arcoo, CC, McPherson's, Tatex, and FI shall be merged with and into Surviving Subsidiary, and the separate corporate existence of Parent, Arcoo, CC, McPherson's, Tatex, and FI shall cease and Surviving Subsidiary shall be the surviving corporation.

3. Terms and Effect of Merger.

3.1 Conversion of Shares. At the Effective Time, each outstanding share of capital stock of Parent, Arcoo, CC, McPherson's, Tatex and FI shall be cancelled and shall cease to exist. All shares of stock of the Surviving Subsidiary which are outstanding immediately prior to the Effective Time shall be distributed pro rata to the holders of Parent's shares immediately

before the Effective Time upon surrender of such holder's certificates representing shares in Parent.

3.2 Effect of Merger - Succession to Rights, Interests and Liabilities. Upon the Effective Time, the merger shall have the effects set forth in Minnesota Statutes Section 302A.641, including, without limitation, that Surviving Subsidiary shall succeed to all of the rights and property, and all of the obligations and liabilities, of each of Parent, Arco, CC, McPherson's, Tatex and FI without further action, instrument or deed.

3.3 Articles of Incorporation. Article 1 of the Articles of Incorporation of Surviving Subsidiary (the "Articles") shall be amended to read as follows:

"1. The name of this corporation is "The Occasions Group, Inc." (the "Corporation")"

Except as amended above, the Articles as existing and in effect immediately prior to the Effective Time shall be and continue as the Articles of Incorporation of Surviving Subsidiary immediately after the Effective Time, until the same shall be further amended by the terms thereof.

3.4 By-Laws. The By-Laws of Surviving Subsidiary as existing and in effect immediately prior to the Effective Time shall be and continue as the By-Laws of Surviving Subsidiary after the Effective Time, until the same shall be amended or repealed as provided by the terms of such By-Laws.

4. Officers and Directors. After the Effective Time, all of the officers and directors of Parent, Arco, CC, McPherson's, Tatex and FI shall thenceforth hold no offices therewith, except insofar as such officers and directors hold such offices with Surviving Subsidiary. The officers and directors of the Surviving Subsidiary immediately prior to the Effective Time shall continue to be officers and directors of the Surviving Subsidiary immediately after the Effective Time, and until the next election of the Board of Directors and officers of Surviving Subsidiary, as required by the Surviving Subsidiary's Articles of Incorporation and Bylaws.

5. Articles of Merger. In order to effect the merger, Parent shall cause to be filed with the Secretary of State of Minnesota the Articles of Merger and shall execute and deliver such other documents, instruments or certificates as may be required to accomplish the merger.

6. Consent and Notice. Pursuant to Minnesota Statutes, Section 302A.621, approval of this Plan by the shareholders of Parent, Arco, CC, McPherson's, Tatex, FI or Surviving Subsidiary is not required.

7. Successors. This Plan shall inure to the benefit of the parties hereto and their respective successors, heirs and assigns.



**File Numbers**

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713550400021

1628423-4

1628423-9

1628448-7

1628448-9

1628473-7

1628473-8

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED

3/27/2018 11:59:00 PM

Steve Simon  
Secretary of State