OP \$40.00 22713

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 |
|----------------------|----------|----------------|-------------------|
| LaMont Limited, Inc. | | 05/19/2006 | CORPORATION: IOWA |

RECEIVING PARTY DATA

| Name: | Bajer Design & Marketing, Inc. | |
|-----------------|--------------------------------|--|
| Street Address: | W223 N720 Saratoga Drive | |
| City: | Waukesha | |
| State/Country: | WISCONSIN | |
| Postal Code: | 53168 | |
| Entity Type: | CORPORATION: WISCONSIN | |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------------|---------|-----------|
| Registration Number: | 2271373 | POP-UPS! |

CORRESPONDENCE DATA

Fax Number: (262)783-1211

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 262 783-1300

Email: rkmip@rkmiplaw.com

Correspondent Name: John M. Manion

Address Line 1: Ryan Kromholz & Manion, S.C.

Address Line 2: P O Box 26618

Address Line 4: Milwaukee, WISCONSIN 53226-0618

| ATTORNEY DOCKET NUMBER: | 1156.19204 | |
|-------------------------|------------------|--|
| NAME OF SUBMITTER: | John M. Manion | |
| Signature: | /John M. Manion/ | |
| Date: | 07/25/2006 | |

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REEL: 003354 FRAME: 0279

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Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif

> TRADEMARK REEL: 003354 FRAME: 0280

ASSIGNMENT

LaMont Limited, of 1530 Bluff Road, Burlington, Iowa 52601, (hereinafter "Assignor") a corporation of the State of Iowa, being the owner by adoption and use of the following trademark: POP-UPS!, Reg. No. 2,271,373

In consideration of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged;

Hereby sells, assigns, and transfers to Bajer Design & Marketing, Inc., W223 N720 Saratoga Drive, Waukesha, Wisconsin 53168, (hereinafter Assignee) its successors and assigns, the entire right, title and interest in and to the said trademarks and the registrations thereof, together with the assets and goodwill of the business connected with the use of, and symbolized by, said marks and every right connected therewith, including all rights to damages and other remedies for past infringement of each identified trademark.

Assignor warrants that it is the sole owner of all rights referred to in this agreement and has secured them from any and all parties that have claimed, or may claim, or that might claim such rights by, through, or under said Assignor. This Assignment, including the terms and conditions contained within this Assignment, represents the complete and total agreement between the parties with regard to the assignment of said trademark(s). Any and all previous discussions or understandings with regard to said trademark(s), whether written or oral, are of no effect. This Assignment is to be interpreted according to the laws of the State of Wisconsin.

The undersigned, Keith Garwood, declares: that he is the President of Assignor corporation and is authorized to execute this Assignment on behalf of said corporation.

| Witness the hand and seal of said Assignor thi | is 19th day of May | , 2006. |
|---|---|----------------------------|
| LAMONT LIMITED | ŕ | |
| By: Keith Garwood, President | _ | |
| STATE OF IOWA |) | |
| COUNTY OF <u>Des Moines</u> |) SS _) | |
| Personally came before me this 29 above named Keith Garwood, the President of executed the foregoing Assignment, and acknowled as such officer as the free act and deed of said | of LaMont Limited, to me known to be the nowledged that he executed the foregoing | Assignment |
| | Notary Public | <u>LB</u> |
| [SEAL] | Notary Public | J |
| | My Commission expires: $//- f - 0$ | <i>J</i> ' |
| | S SALL DAED ! | Seal-lowa Number 158469 |

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POWER OF ATTORNEY

Assignee hereby appoints Attorneys Daniel D. Ryan, Reg. No. 29,243; Joseph A. Kromholz, Reg. No. 34,204; John M. Manion, Reg. No. 38,957; Laura A. Dable, Reg. No. 46,436; Daniel R. Johnson, Reg. No. 46,204; Patrick J. Fleis, Reg. No. 55,185; Melissa S. Hockersmith; and Thomas J. Krumenacher, Reg. No. 56,736; RYAN KROMHOLZ & MANION, S.C., P. O. Box 26618, Milwaukee, Wisconsin 53226 phone (262) 783-1300, members of the Bar of the State of Wisconsin, as its domestic representatives and attorneys until this appointment is cancelled or replaced, to prosecute this application to register, to transact all business in the Patent and Trademark Office in connection therewith before and after registration, to receive certificates of registration and renewal, and to receive service of process, and directs that all communications in this application be addressed to said attorneys.

ACCEPTANCE

| 7 1 1 | point the above Attorneys to act in each said matter. |
|---|--|
| The undersigned, Dean B. Krotts, declares: | that he is the Vice President of Assignee corporation |
| | and Power of Attorney on behalf of said corporation. |
| - | |
| Witness the hand and seal of said Assignee thi | s |
| BAJER DESIGN & MARKETING, INC. | |
| By: Cet My | _ |
| Dean B. Krotts, Vice President | |
| | |
| STATE OF WISCONSIN | |
| |) SS |
| COUNTY OF WAUKESHA | |
| | r Design & Marketing, Inc., to me known to be the ent, and acknowledged that he executed the foregoing |
| | War. |
| [SEAL] | Notary Public |
| JOHN M. MANION NOTARY PUBLIC STATE OF WISCONSIN | My Commission expires: ' Commission expires: |

TRADEMARK REEL: 003354 FRAME: 0282

Bajor/19294/060915 ASSEGNMENT

RECORDED: 07/25/2006