

05/04/2012



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**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

MD 5-4-12



1. Name of conveying party(ies):

Harry and David

- Individual(s)
- Partnership
- Corporation- State: Oregon
- Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) 02/13/2012

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Petrus Franciscus Wladislaw van Rooijen

Street Address: Zijlweg 24rd.

City: 2013 DH Haarlem

State: _____

Country: The Netherlands Zip: _____

- Individual(s) Citizenship Netherlands
- Association Citizenship _____
- Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) _____ Text _____

B. Trademark Registration No.(s)

3839134

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

DISTINCTLY DUTCH

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Anne W. Glazer/Stoel Rives LLP

Internal Address: Suite 2600

Street Address: 900 SW Fifth Avenue

City: Portland

State: OR Zip: 97204

Phone Number: (503) 294-9584

Docket Number: 61715-14

Email Address: TM-PDX@STOEL.COM

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

05/04/2012 TLEE11 00000041 3839134

Deposit Account Number _____

Authorized User Name _____

9. Signature:

Signature

05/01/2012

Date

Patrick P. Hartigan SR Paralegal

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

ASSIGNMENT OF TRADEMARK

Harry and David, an Oregon corporation ("Assignor"), is the owner of the U.S. registered trademark, DISTINCTLY DUTCH (Reg. No. 3,839,134) (the "Mark"). Petrus Franciscus Wladislaw van Rooijen, a Netherlands individual with an address at 53 Grivas Digeni Street, Siron 1 Suite 218, 8220 Chlorakas, Pafos, Cyprus, ("Assignee"), wants to acquire all right, title and interest in and to the Mark.

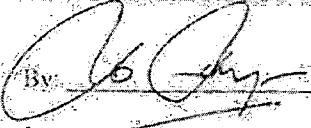
For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of its worldwide right, title, and interest in the Mark, and all state, federal and foreign registrations and applications therefor, together with the goodwill of the business associated with the Mark.

This assignment includes all rights of action, powers and benefits in, of and to the Mark, due or accrued, including the right to sue for and recover in Assignee's own name and that of its successors, assignor and other legal representatives, all remedies of every nature (including without limitation injunctive relief, damages, profits, costs and attorney fees) arising out of past infringement, misappropriation or dilution of the Mark or injury to the related goodwill.

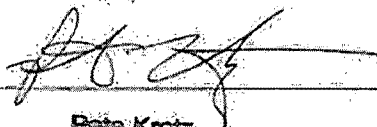
Assignor disclaims all representations and warranties with respect to the Mark, including but not limited to all warranties of noninfringement and title.

Execution Date: 13-02-2012

PETRUS FRANCISCUS WLADISLAW VAN ROOIJEN

By: 

HARRY AND DAVID

By: 

Name: Pete Kretz

Title: Executive Vice President

DECA