FORM PTO-1618A Expres 16/30/99 OMB 1661-0027

10-25-2000

U.S. Opportunit of Community
Peters and Tradings's Office
TRADEMARK



RECURS 101496493

TRADEMARKS ONLY 10-13-00						
TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(les).						
Submission Type	Conveyance Type					
A New	Assignment License					
Resubmission (Non-Recordation)  Document ID #	Security Agreement Nunc Pro Tunc Assignment					
	Merger Effective Date Month Day Year					
Correction of PTO Error Reel # Frame #	Change of Name					
Corrective Document	C. Gillings of America					
. Reel # Frame #	Other					
Conveying Party	Mark If additional names of conveying parties attached  Execution Date Month Day Year					
Name Artistic Greetings, Inc.	09 11 2000					
Formerty						
individual General Partnership	Limited Partnership X Corporation Association					
Other						
X Chinakahip/State of Incorporation/Grganian	New York					
Receiving Party	Mark if additional names of receiving parties attached					
Name Holland USA, Inc.						
DBA/AKA/TA						
Commend of						
Composed of						
Address (Mno 1) 1725 Roe Crest Drive						
Address (line 2)						
Address (Mre 3) North Mankato	Minnesota 56002					
City  Individual  Chy  City  Limited Partnership  If document to be recorded is an assignment and the receiving party is						
not domiciled in the United States, an appointment of a domestic						
Other	representative should be attached. (Designation must be a separate document from Assignment.)					
X citizenship/State of Incorporation/Organiza						
FOR OFFICE USE ONLY						

Public burden reporting for this collection of information to estimated to average approximately 36 intention part Center the tracerdod, including time for reviewing the destination of information Officer, Washington, the date needed to complete the Cover Short, Send comments regarding this burden collects the U.S. Patent and Trademark Officer, Washington, D.C. 2023; and to the Office of Information and Regulatory Affairs, Office of Management and Sudget, Papersott Reduction Project (6651-6227), Washington, D.C. 2003. See OMB Information Galloution Budget Package 6661-6627, Patent and Trademark Assignment Provides. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS Information Galloution Budget Package 6661-6627, Patent and Trademark Assignment Provides.

Mail documents to be recorded with required cover sheet(s) information to: Commissioner of Patents and Trademarks, Box Assignments , Washington, D.C. 20231

FORM PTO- Expires 08/30/09 OMB 0851-0027	1618 <b>B</b>	Page 2	U.S. Department of Commerce Patent and Trademark Office TRADEMARK			
Domestic R	epresentative N	ame and Address Enter for the first Rec				
Name [						
Address (line 1)						
Address (line 2)						
Address (line 3)						
Address (line 4)						
Correspondent Name and Address Area Code and Telephone Number 612-343-2962						
Name [	Laura J. Hein					
Address (line 1)	Gray, Plant, Mo	oty, Mooty & Bennett, P.A.				
Address (line 2)	3400 City Cente	r				
Address (line 3)	33 South Sixth	Street				
Address (line 4)	Minneapolis, Mi	nnesota 55402-3796				
Pages	Enter the total nur	nber of pages of the attached conveyance doc	ument # &			
Trademark A	including any atta Application Num	ber(s) or Registration Number(s)	Mark if additional numbers attached			
Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).						
Trad	emark Application		ition Number(s)			
		[1806730]	1830329 1840474			
		1859160	1926042 2057781			
Number of F	Properties Ente	r the total number of properties involved.	# 6			
Fee Amoun		Amount for Properties Listed (37 CFR 3.41):	\$ 165.00			
Method of Payment: Enclosed Deposit Account						
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)  Deposit Account Number:						
		Authorization to charge additional fees:	Yes No			
Statement and Signature						
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.						
Laura J. 1		Laura Them	10/13/00			
Name	of Person Signing	Signature	Date Signed			

TRADEMARK REEL: 002161 FRAME: 0193

## ASSIGNMENT OF REGISTRATION

WHEREAS, Artistic Greetings, Inc. ("Assignor"), a Delaware corporation, with principal offices located at The Komer Center, 146 West Water Street, Elmira, New York 14910, has adopted, used, and is using the marks which are registered in the United States Patent and Trademark Office, as identified in Exhibit A;

and

WHEREAS, Holland USA, Inc. ("Assignee"), a Minnesota corporation with principal offices located at 1725 Roe Crest Drive, North Mankato, Minnesota 56002, is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Artistic Greetings, Inc. does hereby assign unto said Holland USA, Inc., all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks, and the registrations thereof identified in Exhibit A.

ARTISTIC GREETINGS, INC.

STATE OF Massachus ells )
STATE OF Massachus etts ) ss. COUNTY OF Essex
COUNTY OF KSSCX
The foregoing was acknowledged before me this // the day of  Suptember, 2000, by Thomas C. Wyckoff the  OF O of Artistic Greetings, Inc., a corporation under the laws of Delaware, on behalf of the corporation.
(NOTARIAL STAMP OR SEAL)  Patricia H. Amhose
Signature of person taking Acknowledgment

TRADEMARK
REEL: 002161 FRAME: 0194

## **EXHIBIT A**

<u>Mark</u>	Registration No.	Registration Date	Class
MINI PRINTER	1,806,730	11/23/93	16
ARTISTIC GREETINGS	1,830,329	04/12/94	16
ULTIMATE NAME LABEL	1,840,474	06/21/94	16
POETIC NAME 'N FRAME	1,859,160	10/18/94	16
THE PERSONAL TOUCH	1,926,042	10/10/95	42
BY A LOT-SAVE EVEN MORE	2,057,781	04/29/97	16

GP:713120 v1

TRADEMARK REEL: 002161 FRAME: 0195

**RECORDED: 10/13/2000**