

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
DEMCO MEDIA, L.P.		03/01/2006	LIMITED PARTNERSHIP: WISCONSIN

RECEIVING PARTY DATA

Name:	SAGEBRUSH CORPORATION
Street Address:	7900 XERXES AVENUE SOUTH
Internal Address:	SUITE 600
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55431
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	2568385	TURTLEBACK BOOKS
Registration Number:	2568383	TURTLEBACK
Registration Number:	1679006	TURTLEBACK
Registration Number:	2562508	
Registration Number:	2743017	CHOSEN TO INSPIRE, BUILT TO ENDURE

CORRESPONDENCE DATA

Fax Number: (612)371-3207
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 612/371-3211
 Email: TMG@LINDQUIST.COM
 Correspondent Name: LINDQUIST & VENNUM P.L.L.P.
 Address Line 1: 80 SOUTH EIGHTH STREET
 Address Line 4: Minneapolis, MINNESOTA 55402

CH \$140.00 2568385

ATTORNEY DOCKET NUMBER:	327484.0034
NAME OF SUBMITTER:	CONNIE HEIKKILA
Signature:	/connieheikkila/
Date:	03/20/2006
Total Attachments: 1 source=Demco as#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Demco Media, L.P. a Wisconsin limited partnership (hereinafter "Assignor"), with its principal place of business located at 5701 Manufacturers Drive, Madison, Wisconsin, is the owner of the trademarks identified below;

WHEREAS, Sagebrush Corporation, a Minnesota corporation (hereinafter "Assignee"), whose address is 7900 Xerxes Avenue S., Suite 600, Minneapolis Minnesota 55431, is desirous of acquiring all rights, title and interest in and to the trademarks and related registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, by these presents does hereby sell, assign and transfer unto Assignee, its successors or assigns, all rights, title and interest in the United States to the Trademarks and Registrations, together with the goodwill and other incidents of the business associated therewith.

<u>Mark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
TURTLEBACK BOOKS	2,568,385	May 7, 2002
TURTLEBACK & Design	2,568,383	May 7, 2002
TURTLEBACK	1,679,006	March 10, 1992; Renewed March 10, 2002
Design (Turtle)	2,562,508	April 16, 2002
CHOSEN TO INSPIRE, BUILT TO ENDURE	2,743,017	July 29, 2003

EXECUTED at Madison, Wisconsin, this 1st day of March, 2006.

DEMCO LIMITED, L.P.
By: John E. Wall, Inc., General Partner

By: *Brendan G. Wall*
Name: Brendan G. Wall
Title: Secretary

STATE OF WISCONSIN)
) ss.
COUNTY OF DANE)

On this 1st day of March, 2006 before me personally appeared BRENDAN G. WALL, to me known and known to me to be the SECRETARY of John E. Wall, Inc., a Wisconsin corporation and the General Partner of the Assignor above named, and acknowledged to me that she/he executed the foregoing Trademark Assignment on behalf of said Assignor and pursuant to authority duly received.

John E. Wall
NOTARY PUBLIC