

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
VSM Group AB		07/22/2009	COMPANY: SWEDEN

RECEIVING PARTY DATA

Name:	KSIN Luxembourg II, S.ar.l.
Street Address:	1, rue des Glacis
City:	Luxembourg
State/Country:	LUXEMBOURG
Postal Code:	L-1628
Entity Type:	COMPANY: LUXEMBOURG

PROPERTY NUMBERS Total: 40

Property Type	Number	Word Mark
Registration Number:	2053411	AMERICA SEWS WITH SUE HAUSMANN
Registration Number:	3365451	AMERICA SEWS WITH SUE HAUSMANN
Registration Number:	3055052	CACTUS PUNCH
Registration Number:	2455707	COVERLOCK
Registration Number:	1562136	CRAFTLINE
Registration Number:	2847234	CREATIVE STITCH ARTIST
Registration Number:	3480289	CREATIVE
Registration Number:	3571546	CREATIVE 4D
Registration Number:	3571547	CREATIVE 4D
Registration Number:	2847233	CREATIVE SUITE
Registration Number:	3402823	CV
Registration Number:	3632486	D D
Registration Number:	2642531	DESIGNER
Registration Number:	1178863	HOBBY

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Registration Number:	1480459	HOBBYLOCK
Registration Number:	1146809	HOBBYMATIC
Registration Number:	1416432	HUSKYLOCK
Registration Number:	2995023	IDT
Registration Number:	1393792	JEANS MACHINE
Registration Number:	3503980	KEEPING THE WORLD SEWING
Registration Number:	3406351	MY EMBROIDERIES
Registration Number:	0648906	PFAFF
Registration Number:	1425491	PFAFF CREATIVE
Registration Number:	0790544	PFAFF
Registration Number:	2980382	PLATINUM
Registration Number:	2443012	QUILT & CRAFT PRO
Registration Number:	1695204	QUILTER'S FRIEND
Registration Number:	3454835	S.O.S.
Registration Number:	2990833	SEW YOUNG, SEW FUN
Registration Number:	1424651	SEWING ADVISOR
Registration Number:	3266220	SMART BY PFAFF
Registration Number:	3416340	SOFTWARE OPTIMUM SOLUTIONS
Registration Number:	1685076	SPEEDYLOCK
Registration Number:	1725067	SUPERLOCK
Registration Number:	1175820	TIPMATIC
Registration Number:	1157012	TIPTRONIC
Registration Number:	1013813	VIKING
Registration Number:	2580578	VIKING
Registration Number:	2737000	VIKING
Registration Number:	2080008	ZIG ZAG

CORRESPONDENCE DATA

Fax Number: (646)619-4280
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 6463782021
Email: rdoerfler@svpworldwide.com
Correspondent Name: Robert Doerfler
Address Line 1: SVP Worldwide
Address Line 2: 5 Penn Plaza, 23rd Floor
Address Line 4: New York, NEW YORK 10001

DOMESTIC REPRESENTATIVE

Name: Robert Doerfler
Address Line 1: SVP Worldwide
Address Line 2: 5 Penn Plaza, 23rd Floor
Address Line 4: New York, NEW YORK 10001

NAME OF SUBMITTER:	Robert Doerfler
Signature:	/robertdoerfler/
Date:	07/23/2009

Total Attachments: 2
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Assignment of Trademark Registration

This Agreement is by and between

VSM Group AB, a company organized under the laws of Sweden, located at SE-561 84 Husqvarna, Sweden (hereinafter referred to "ASSIGNOR")

and

KSIN LUXEMBOURG II, S.AR.L., a company organized under the laws of Luxembourg, located at 1, rue des Glacis, L-1628 Luxembourg (hereinafter referred to "ASSIGNEE")

WHEREAS, ASSIGNOR is the owner of the trademarks adopted, used and/or registered in the United States by ASSIGNOR (collectively hereinafter referred to as the "Trademarks"), including but not limited to:

Trademark	Reg. No.
AMERICA SEWS WITH SUE HAUSMANN	2,053,411
AMERICA SEWS WITH SUE HAUSMANN	3,365,451
CACTUS PUNCH	3,055,052
COVERLOCK	2,455,707
CRAFTLINE	1,562,136
CREATIVE	2,847,234
CREATIVE	3,480,289
CREATIVE 4D	3,571,546
CREATIVE 4D & Design	3,571,547
creative Suite	2,847,233
CV (Stylized)	3,402,823
DD DIAMOND DESIGN	3,632,486
DESIGNER	2,642,531
DESIGNER TOPAZ	3,595,108
EMERALD	3,480,976
HOBBY	1,178,863
HOBBYLOCK	1,480,459
HOBBYMATIC	1,146,809
HUSKYLOCK	1,416,432
IDT	2,995,023
JEANS MACHINE	1,393,792
KEEPING THE WORLD SEWING & Design	3,503,980
MY EMBROIDERIES and Design	3,406,351
PERFORMANCE	3,508,925
PFAFF	648,906
PFAFF CREATIVE & device	1,425,491
PFAFF oval	790,544
PLATINUM	2,980,382
QUILT & CRAFT PRO	2,443,012
QUILTER'S FRIEND	1,695,204
S.O.S.	3,454,835
SAPPHIRE	3,318,780
SEW YOUNG, SEW FUN	3,335,883
SEWING ADVISOR	1,424,851

Trademark	Reg. No.
SMART BY PFAFF & Design	3,266,220
SOFTWARE OPTIMUM SOLUTIONS	3,416,340
SPEEDYLOCK	1,685,076
SUPERLOCK	1,725,067
TIPMATIC	1,175,820
TIPTRONIC	1,157,012
VIKING	1,013,813
VIKING	2,580,578
VIKING	2,737,000
ZIG-ZAG	2,080,008

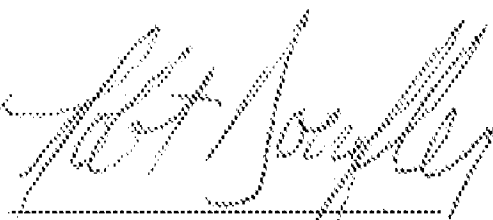
WHEREAS, ASSIGNEE wishes to acquire the entire rights, title and interest in the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby irrevocably assign to ASSIGNEE all rights, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the mark.

This Assignment is effective July 21, 2009.

Executed July 22, 2009, in New York, New York, USA.

VSM Group AB



Name: Robert Doerfler

Position: Authorized Signatory

TRADEMARK

RECORDED: 07/23/2009

REEL: 004030 FRAME: 0553