

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/20) Tab settings



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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Ace Novelty Company, Inc. 2. Name and address of receiving party(ies): Giftco, Inc. 700 Woodlands Parkway Vernon Hills IL 60061 3. Nature of conveyance: Assignment Execution Date: August 24, 2001

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 1,487,723

5. Name and address of party to whom correspondence concerning document should be mailed: Holly Miller Vedder, Price, Kaufman & Kammholz 222 North LaSalle St. - 24th Floor Chicago IL 60601 6. Total number of applications and registrations involved: 1 7. Total fee (37 CFR 3.41): \$ 40.00 8. Deposit account number: FEB - 1 2002

DO NOT USE THIS SPACE

9. Signature: Michael Turgeon January 7, 2002

02/19/2002 LMUELLER 00000138 1487723

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

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TRADEMARK ASSIGNMENT

"SANTA'S WORKSHOP"

WHEREAS, ACE NOVELTY COMPANY, INC., a Texas corporation located and doing business at 4400 Tejasco, San Antonio, Texas 78218 ("Assignor") has adopted and used in its business the trademark "Santa's WorkShop" which is registered on the Principal Register in the United States Patent and Trademark Office under Registration No. 1,487,723, issued May 10, 1988 (the "Trademark"); and

WHEREAS, GIFTCO, INC., an Illinois corporation located and doing business at 700 Woodlands Parkway, Vernon Hills, Illinois 60061 ("Assignee") is desirous of acquiring the Trademark and registration.

NOW, THEREFORE, in connection with Assignee's purchase of all or substantially all of the assets of Assignor and for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer, convey and set over unto Assignee, Assignor's entire right, title and interest in and to the Trademark and registration, together with the goodwill of the business which is associated with and symbolized thereby; all of Assignor's common law rights in the Trademark and registration, including the right to bring action and recover for damages and profits and all other remedies for past infringements thereof; and Assignor's right to obtain and maintain any registrations thereon, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

This Assignment is effective as of August 24, 2001.

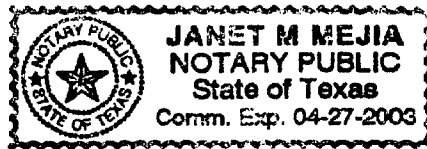
ACE NOVELTY CO., INC.

By: [Signature]
Title: CEO

Date: 8-24-2001

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STATE OF Texas )  
 COUNTY OF Bexar )

SS

On this 24 day of August, 2001, before me personally appeared Tomar Burton, to me personally known, who, being by me duly sworn, says that he is the CEO of Ace Novelty Company, Inc., a Texas corporation, and that the said instrument was signed on behalf of said corporation by authority of its Board of Directors and he acknowledges that the execution of the foregoing instrument was the free act and deed of said corporation.

Janet M Mejia  
 Notary Public

My commission expires: 4-27-2003

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