

02-20-2002

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Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/01)  
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R SHEET  
ONLY

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.

- Individual(s)
- General Partnership
- Corporation-State
- Other \_\_\_\_\_
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: August 24, 2001

2. Name and address of receiving party(ies)

Name: Giftco, Inc.

Internal

Address: \_\_\_\_\_

Street Address: 700 Woodlands Parkway

City: Vernon Hills State: IL Zip: 60061

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State of Illinois
- Other \_\_\_\_\_

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)  
Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) \_\_\_\_\_

B. Trademark Registration No.(s) 1,740,107

Additional number(s) attached  Yes  No

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

Name: Holly Miller

Internal Address: \_\_\_\_\_

Vedder, Price, Kaufman & Kammholz

Street Address: 222 North LaSalle St. - 24th Floor

City: Chicago State: IL Zip: 60601

6. Total number of applications and registrations involved: \_\_\_\_\_

1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

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9. Signature.

Michael Turgeon

Name of Person Signing

*Michael Turgeon*  
Signature

January 7, 2002

Date

3

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

02/19/2002 LABELLER 00000132 1740107

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

01 FC:481

40.00 OP

TRADEMARK  
REEL: 002446 FRAME: 0095

**TRADEMARK ASSIGNMENT**

**"THE ORIGINAL SANTA'S SECRET SHOP EST. 1968 Design"**

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 "The Original Santa's Secret Shop Est. 1968 design" which was registered on the Principal Register in the United States Patent and Trademark Office under Registration No. 1,740,107, issued December 15, 1992, but which was subsequently cancelled (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, as subsequently cancelled, 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, as subsequently cancelled, 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.

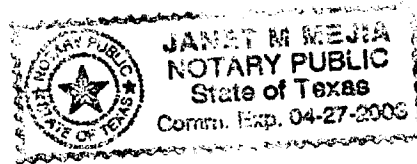
ACE NOVELTY CO., INC.

By: [Signature]  
Title: CEO

Date: 8-24-2001

A-57

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STATE OF Texas )  
 COUNTY OF Brewer )

SS

On this 24 day of August, 2001, before me personally appeared Thomas Duran 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

A-58

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