

05-25-1999

MLP 5-24-99



COORDINATION FORM COVER SHEET  
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

101044942

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

1. Name of conveying party(ies):

Gordon Fraser Gallery

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

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

3. Nature of conveyance:

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

Execution Date: December 31, 1997

2. Name and address of receiving party(ies)

Name: The Andrew Brownsword Collection

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

Street Address: Hallmark House, Station Road  
Henley-on-Thames, Oxfordshire  
City: \_\_\_\_\_ State: England ZIP: RG9 1LQ

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation - State United Kingdom
- 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 patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,765,831; 1,472,675; 1,475,435; 1,472,217

Additional numbers attached?  Yes  No

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

Name: Denise Putrah

Internal Address: Hallmark Cards, Incorporated  
Mail Drop #339

Street Address: P.O. Box 419126

City: Kansas City State: Missouri ZIP: 64141

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41).....\$ 115.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

05/24/1999 15M44RZ/ 00000177 1765831

DO NOT USE THIS SPACE

01 FC:481 40.00 DP  
09 10482 75.00 DP

9. 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.

Denise Putrah  
Name of Person Signing

Denise Putrah  
Signature

19 May 1999  
Date

Total number of pages including cover sheet, attachments, and document: 8

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

TRADEMARK  
REEL: 001900 FRAME: 0705

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Hallmark Cards UK

Date: May 19, 1999

Registration No.: 1,472,217

Registration Date: Jan. 12, 1988

Mark: GORDON FRASER GF & Design (Class 16)

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BOX POST REG NO FEE

Assistant Commissioner for Trademarks

2900 Crystal Drive

Arlington, Virginia 22202-3513

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

Registrant, Hallmark Cards UK, hereby designates David N. Johnson and Barry M. Katz, both members of the Bar of the State of Missouri, with a postal address of Hallmark Cards, Incorporated, Legal Department, Mail Drop #339, P.O. Box 419126, Kansas City, Missouri 64141-6126, telephone number: 816 545 6150, Applicant's Domestic Representative in the United States upon whom notice or process in proceedings affecting the above identified mark may be served, pursuant to Section 1(e) of the Lanham Act, 15 U.S.C. Sec. 1051(e) and 37 C.F.R. Sec. 2.24.

Respectfully submitted,

HALLMARK CARDS UK



By: P. M. Gardiner

Company Secretary

Hallmark House, Station Road

Henley-on-Thames, Oxfordshire RG9 1LQ

England

Telephone: 011 44 1491 578383

23 April 1999

Dated

TRADEMARK

REEL: 001900 FRAME: 0706

**ASSIGNMENT**

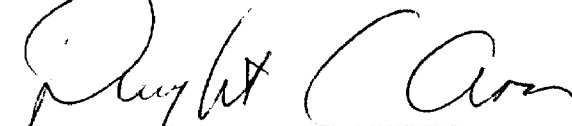
Whereas, Gordon Fraser Gallery (“Assignor”) of Eastcotts Road, Bedford, England MK42 OJX, has adopted and used and is using the following marks which are registered in the United States Patent and Trademark Office:

COUNTRY COMPANIONS	Reg. No. 1,765,831	Apr. 20, 1993
GF GORDON FRASER and Design	Reg. No. 1,472,675	Jan. 12, 1988
GORDON FRASER GF and Design	Reg. No. 1,472,217	Jan. 12, 1988
THE GROUP COLLECTION	Reg. No. 1,475,435	Feb. 2, 1988

Whereas, The Andrew Brownsword Collection, to be renamed Hallmark Cards UK (“Assignee”) of Hallmark House, Station Road, Henley-on-Thames, Oxfordshire RG9 1LQ England, as of January 1, 1998, is desirous of acquiring said marks thereof.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, effective December 31, 1997, Gordon Fraser Gallery does hereby assign unto The Andrew Brownsword Collection, to be renamed Hallmark Cards UK, all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the above identified registrations thereof.

GORDON FRASER GALLERY



Dwight C. Arn  
Authorized Signatory

STATE OF MISSOURI     )  
                                  ) ss.  
COUNTY OF JACKSON    )

On this 31<sup>st</sup> day of Dec., 1997, before me appeared Dwight C. Arn, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation.

  
\_\_\_\_\_  
Notary Public

My Commission Expires:

**ANNA JO JOHNSON**  
Notary Public - State of Missouri  
Commissioned in Jackson County  
My Commission Expires September 8, 2000

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