

Tab settings



To the Honorable Commissioner of Patents:

101114055

original documents or copy thereof.

1. Name of conveying party(ies):

Hallmark Cards, Incorporated
2501 McGee Trafficway
Kansas City, Missouri 64108

MAD
8-6-99

2. Name and address of receiving party(ies)

Name: Hallmark Licensing, Inc.

Internal Address: _____

Street Address: 2440 Pershing Road

City: Kansas City State: Missouri Zip: 64108

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State Missouri
- Other _____

Individual(s) citizenship _____

Association _____

General Partnership _____

Limited Partnership _____

Corporation-State Delaware

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: 30 June 1999

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

Reg. No. 674,624

Reg. No. 1,074,722

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: 2501 McGee Trafficway

City: Kansas City State: Missouri ZIP: 64108

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41).....\$ 65.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

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

08/10/1999 H1M21 00000164 674624

DO NOT USE THIS SPACE

01 FC:481 40.00 DP
02 FC:482 25.00 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

4 August 1999

Date

Total number of pages including cover sheet, attachments, and document: 3

TRADEMARK ASSIGNMENT

WHEREAS, Hallmark Cards, Incorporated, a Missouri corporation, located at 2501 McGee Trafficway, Kansas City, Missouri 64108 ("Assignor"), has adopted and owns or has owned the marks, registered on the Principal Register of the United States Patent and Trademark Office:

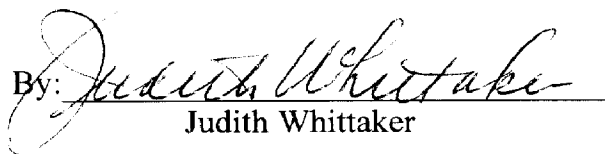
Reg. No. 674,624 Registered: February 24, 1959
WHEN YOU CARE ENOUGH TO SEND THE VERY BEST
For greeting cards

Reg. No. 1,074,722 Registered: October 4, 1977
WHEN YOU CARE ENOUGH TO SEND THE VERY BEST
For providing retail merchants with customized and non-customized advertising and promotional materials – namely store signs, merchandise bags, newspaper mats, radio and television commercials and fixture display pieces

WHEREAS, Hallmark Licensing, Inc., a Delaware corporation, located at 2440 Pershing Road, Kansas City, Missouri 64108 ("Assignee"), desires to acquire the Marks and the above referenced Registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the Registrations thereof, effective as of June 30, 1999.

HALLMARK CARDS, INCORPORATED

By: 
Judith Whittaker

Title: Vice President

SUBSCRIBED and SWORN to before me this 23rd day of July, 1999.

Tamara J. Cobb
Notary Public

My Commission Expires: 14 July 2001

TAMARA J. COBB
Notary Public - State of Missouri
Commissioned in Jackson County
My Commission Expires July 14, 2001