

10-28-1999



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To the Honorable Commissioner o.

101185850

attached original documents or copy thereof.

1. Name of conveying party(ies):

CONTEMPO COLOURS, INC.  
PENN CORPORATION

- Individual(s)
- General Partnership
- Corporation-State Delaware
- 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: September 15, 1999

2. Name and address of receiving party(ies)

Name: AMERICAN GREETINGS CORPORATION

Internal Address: One American Road

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

City: Cleveland State: OH ZIP: 44144

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Ohio
- 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)

75/570, 7&1  
75/586, 4&9

B. Trademark Registration No.(s)

1,236,284

Additional numbers attached?  Yes  No

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

Name: Joanne McMahan

Internal Address: Legal Dept.

Street Address: One American Road

City: Cleveland State: OH ZIP: 44144

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

34

7. Total fee (37 CFR 3.41).....\$ 865.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

01-1410

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

10/28/1999 NTHA11 00001033 011410 75570781

DO NOT USE THIS SPACE

01 FC:481 40.00 CH  
02 FC:042 40.00 CH

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.

Joanne McMahan  
Name of Person Signing

Joanne McMahan  
Signature

10-21-99  
Date

Total number of pages including cover sheet, attachments, and document: 5

registrations:

<u>MARK</u>	<u>REGISTRATION NUMBER</u>	<u>REGISTRATION DATE</u>
CONTEMPO	1,236,284	May 3, 1983
CONTEMPO	1,354,017	August 13, 1985
CONTEMPO	1,540,570	May 23, 1989
CONTEMPO	1,324,454	March 12, 1985
CONTEMPO	1,439,199	May 12, 1987
<del>CONTEMPO</del>	<del>1,722,178</del>	<del>October 6, 1992</del>
CONTEMPO	1,325,785	March 19, 1985
CONTEMPO	1,541,249	May 30, 1989
SERVADISH (and Design)	259,967	August 13, 1929
FASHION COLOR	1,520,583	January 17, 1989
CUSTOMPRINTS (and Design)	1,411,280	September 30, 1986
PARTY MAKERS (and Design)	1,547,311	July 11, 1989
CONTEMPO (and Design)	806,831	April 12, 1966 (renewed to 04/12/06)
CONTEMPO (and Design)	1,324,453	March 12, 1985

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<u>MARK</u>	<u>REGISTRATION NUMBER</u>	<u>REGISTRATION DATE</u>
CONTEMPO (and Design)	1,439,198	May 12, 1987
FASHION COLOR (and Design)	1,695,125	June 16, 1992
CUSTOMPRINTS	2,012,017	October 29, 1996
CONTEMPO (and Design)	807,279	April 19, 1966 (renewed to 04/19/06)
CONTEMPO (and Design)	973,414	November 20, 1973 (renewed to 11/20/03)
CONTEMPO (and Design)	1,326,933	March 26, 1985
CUSTOMPRINTS (and Design)	1,410,493	September 23, 1986
PARTY MAKERS	1,548,235	July 18, 1989
CONTEMPO PAPER WARE (and Design)	807,280	April 19, 1966 (renewed to 04/19/06)
CONTEMPO (and Design)	1,236,287	May 3, 1983
CONTEMPO	1,359,178	September 10, 1985
OPULENCE	2,263,086	July 20, 1999
OPULENCE (and design)	2,263,087	July 20, 1999

<u>MARK</u>	<u>APPLICATION NUMBER</u>	<u>FILING DATE</u>
HOME EXPRESSIONS	75/570,781	October 15, 1998
INITIALLY YOURS	75/586,489	November 11, 19998

Plus the following six (6) trademarks and trademark registrations still standing in the name of Penn Corporation:

<u>MARK</u>	<u>REGISTRATION NUMBER</u>	<u>REGISTRATION DATE</u>
HANDI-SET	769,342	May 12, 1964 (renewed to 05/12/04)

(continued from previous page)

<u>MARK</u>	<u>REGISTRATION NUMBER</u>	<u>REGISTRATION DATE</u>
HANDI-SET	772,840	July 7, 1964 (renewed to 07/07/04)
LIFE O' THE PARTY	774,993	August 11, 1964 (renewed to 08/11/04)
SERVADISH	259,967	August 13, 1929 (renewed to 08/13/09)
FASHION ART	1,240,320	May 31, 1983
FASHION ART	1,239,421	May 24, 1983

A S S I G N M E N T

CONTEMPO COLOURS, INC., a Delaware Corporation, having a place of business at One Paper Place, Kalamazoo, Michigan 49001, for and in consideration of the sum of One dollar (\$1.00), the receipt whereof is hereby acknowledged, and other valuable consideration, does hereby sell, assign, and transfer unto AMERICAN GREETINGS CORPORATION, an Ohio Corporation, having a place of business at One American Road, Cleveland, OH 44144-2398, its successors and assigns, its entire right, title, and interest in and to the following United States trademarks, servicemarks, applications for registration, and trademark and servicemark registrations:

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FASHION ART	1,240,320	May 31, 1983
FASHION ART	1,239,421	May 24, 1983

together with that part of the goodwill of the business of CONTEMPO COLOURS, INC. connected with and/or connected with the use of, and/or symbolized by, the said words as trademarks or servicemarks or tradenames or as a part thereof, including any and all rights of action for infringement of the said trademarks, servicemarks, and trademark or servicemark registrations which may have accrued prior to the effective date of this assignment.

IN WITNESS WHEREOF, CONTEMPO COLOURS, INC. has caused this instrument to be executed by its duly authorized representative(s) and has caused its corporate seal (if any) to be affixed as of this 15<sup>th</sup> day of September, 1999.

CONTEMPO COLOURS, INC.

By Nicholas Clementi  
Name typed: Nicholas Clementi  
Office: President and CEO

CORPORATE SEAL

ATTEST:

Nicholas A. Clementi (Name)  
Secretary (Office)