

4/27/00

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

1. Name of conveying party(ies):



CONTEMPO COLOUR

04-27-2000

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #30

- 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

Name and address of receiving party(ies)

Name: AMERICAN GREETINGS CORPORATION

Internal Address: _____

Street Address: One American Rd.

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)

B. Trademark Registration No.(s)

772,838	1,248,331	1,535,236
769,341	772,568	794,967
1,248,332	1,533,022	795,251
		772,839

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 Rd.

City: Cleveland State: OH ZIP: 44144

6. Total number of applications and registrations involved: _____

10

7. Total fee (37 CFR 3.41).....\$ 265.00

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)

5/15/2000 DNGUYEN 00000138 011410 772839

DO NOT USE THIS SPACE

01 FC:481	40.00 CH
02 FC:482	225.00 CH

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.

Joanne McMahan

Name of Person Signing

Joanne McMahan

Signature

4-19-00

Date

Total number of pages including cover sheet, attachments, and document: 4

TRADEMARK/SERVICE MARK ASSIGNMENT

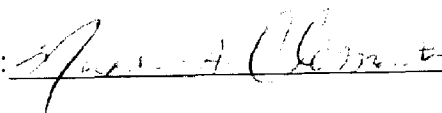
WHEREAS, **Contempo Colours, Inc.**, a Delaware corporation having its principle offices at One Paper Place, Kalamazoo, Michigan 49001 ("**Contempo**"), is the sole owner of the trademarks and/or service marks listed in Schedule A and the goodwill of the business in connection with which such marks are used; and

WHEREAS, **American Greetings Corporation**, an Ohio corporation having its principal offices at One American Road, Cleveland, Ohio 44144-2398 ("**American Greetings**"), desires to acquire the trademarks and/or service marks listed in Schedule A and the goodwill represented thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, **Contempo** hereby assigned to **American Greetings** the entire right, title and interest in and to the trademarks and/or service marks listed in Schedule A, including all rights to sue and recover for past infringement, the goodwill represented by the marks, and the certificate of federal registration of the marks.

Executed this 14th day of September, 1999.

CONTEMPO COLOURS, INC.

By: 

SCHEDULE A

<u>Trademark</u>	<u>Registration No.</u>
BEACH	772,838
BEACH	769,341
BEACH	1,248,332
BEACH and design	1,248,331
BEACH PAPER TABLEWARE and design	772,568
BEACH PARTY MAKERS	1,533,022
BEACH PARTY MAKERS	1,535,236
Design (palette)	794,967
Design (palette)	795,251
BEACH PAPER TABLEWARE and design	772,839