

05-15-2000



APPLICATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

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To the

Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

CONTEMPO COLOURS, INC.

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State Delaware, Other

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

2. Name and address of receiving party(ies)

Name: AMERICAN GREETINGS CORPORATION

Internal Address:

Street Address: One American Road

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

3. Nature of conveyance.

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

Execution Date: September 15, 1999

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,893,641
1,895,071

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: 2

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

- 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)

1 FC:481 40.00 CH
2 FC:482 25.00 CH

DO NOT USE THIS SPACE

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

Signature

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 assigns 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 15th day of September 1999.

CONTEMPO COLOURS, INC.



Authorized Signature

SCHEDULE A

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
BABY TALK	1.893,641	5/9/95
PEACOCK PAPERS (Canada)	TMA399,269	6/19/92
STREAMEREENS	1.895,071	5/23/95

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