FORM PTO-1618A Expires 06/30/99 OMB 0651-0027 08-04-2000



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Submission Type	Conveyance Type
New	Assignment License
Resubmission (Non-Recordation) Document ID # 101353948 Correction of PTO Error Reel # Frame #	Security Agreement Nunc Pro Tunc Assignment Effective Date Month Day Year
Corrective Document	Change of Name
Reel # Frame #	Other
Conveying Party	Mark if additional names of conveying parties attached Execution Date Month Day Year
Name David C. Cook Publishing Co.	06151999
Formerly	
Individual General Partnership	Limited Partnership X Corporation Association
Other	
Citizenship/State of Incorporation/Organiza	ation Illinois
Receiving Party	Mark if additional names of receiving parties attached
Name DaySpring Cards, Inc.	
DBA/AKA/TA	
Composed of	
Address (line 1) 20984 Oak Ridge Road	
Address (line 2) P. O. Box 1010	
Address (line 3) Siloam Springs	72761
Individual General Partnership City General Partnership Association Other	State/Country Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
Citizenship/State of Incorporation/Organiza	ation Illinois
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FORM PTO- Expires 06/30/99 OMB 0651-0027	618B	Page 2	U.S. Department of Commerce Patent and Trademark Office TRADEMARK
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Address (line 4)			
Correspond	lent Name and Address Area Co	de and Telephone Number (8	16) 274-3810
Name	Lisa M. Schuver		
Address (line 1)	Hallmark Cards, Incorporate	ed	
Address (line 2)	Legal Department #339		
Address (line 3)	P. O. Box 419126		
Address (line 4)	Kansas City, MO 64141-6120	5	
Pages	Enter the total number of pages of including any attachments.	the attached conveyance doc	ument #
Trademark	Application Number(s) or Reg	istration Number(s)	Mark if additional numbers attached
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Tra	demark Application Number(s)		ation Number(s)
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Fee Amour	t Fee Amount for Prop	erties Listed (37 CFR 3.41):	\$ 40
Method of Deposit	of Payment: Enclosed	x Deposit Account	
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	Deposit A	Account Number:	# L
	Authoriza	ation to charge additional fees:	Yes No
Statement	and Signature		
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Lisa M.	Schuver	wall Schuur	7/10/00
Name	of Person Signing	Signature	Date Signed

Form **BCA-10.30**

ARTICLES OF AMENDMENT

File # 0244-231-1

George H. Ryan

(Rev. Jan. 1995)

Secretary of State Department of Business Services Springfield, IL 62756 Telephone (217) 782-1832

Remit payment in check or money order, payable to "Secretary of State."

*The filing fee for articles of amendment - \$25.00

FILED

JUN 18 1999

JESSE WHITE SECRETARY OF STATE SUBMIT IN DUPLICATE

This space for use by Secretary of State

Date

Franchise Tax Filing Fee*

Penalty

Approved

ı	CORPORATE NAME:	David C. Cook Publishing Co.	JUN 18 199 9
٠.	OOTH OTATE WANTE.		(Note 1)
2.	MANNER OF ADOPTION OF AMENDMENT:	:	
	The following amendment of the Articles of Ir	ncorporation was adopted onJune 9,	
	19 99 in the manner indicated below. ("	X" one box only)	
	By a majority of the incorporators, provided no have been elected;	directors were named in the articles of incorpo	oration and no directors
	navo bosh elector,		(Note 2)
	By a majority of the board of directors, in accordance of the time of adoption of this amendment	ordance with Section 10.10, the corporation hat;	aving issued no shares
			(Note 2)
	By a majority of the board of directors, in accor action not being required for the adoption of	dance with Section 10.15, shares having been the amendment;	issued but shareholder
	action not boing required to the many		(Note 3)
By the shareholders, in accordance with Section 10.20, a resolution of the board of directors adopted and submitted to the shareholders. At a meeting of shareholders, not less than the moves required by statute and by the articles of incorporation were voted in favor of the amend		ne minimum number of	
	• •		(Note 4)
	duly adopted and submitted to the sharehold	tions 10.20 and 7.10, a resolution of the board of lers. A consent in writing has been signed by s lired by statute and by the articles of incorpora-	narenolders naving not
			(Notes 4 & 5)
	By the shareholders, in accordance with Sect duly adopted and submitted to the shareho	tions 10.20 and 7.10, a resolution of the board of the bo	of directors having been by all the shareholders
	entitled to vote on this amendment.	EXPEDITED	(Note 5)

3.

When amendment effects a name change, insert the new corporate name below. Use Page 2 for all other JUN 18 1999 amendments.

SECRETARY OF STATE

RESOLVED, that the recommendation made by the Board of Directors of the corporation that the Articles of Incorporation be amended so as to change the name of the corporation from David C. Cook Publishing Co. to DaySpring Cards, Inc. be and it hereby is ratified and approved.

FURTHER RESOLVED, that said amendment to the Articles of Incorporation of the corporation be and it hereby is adopted.

Text of Amendment

(If amendment affects the corporate purpose, the amended purpose is required to be set forth in its entirety. If there
is not sufficient space to do so, add one or more sheets of this size.)

Not Applicable.

-	The manner, if not set forth in Article 3b, in which any exchange, reclassification or cancellation of issued shares, or a reduction of the number of authorized shares of any class below the number of issued shares of that class, provided for or effected by this amendment, is as follows: (If not applicable, insert "No change")
	Not Applicable.
5.	(a) The manner, if not set forth in Article 3b, in which said amendment effects a change in the amount of paid-in capital (Paid-in capital replaces the terms Stated Capital and Paid-in Surplus and is equal to the total of these accounts) is as follows: (If not applicable, insert "No change")
	Not Applicable.
	(b) The amount of paid-in capital (Paid-in Capital replaces the terms Stated Capital and Paid-in Surplus and is equal to the total of these accounts) as changed by this amendment is as follows: (If not applicable, insert "No change")
	Not Applicable.
	Before Amendment After Amendment
	Paid-in Capital \$ \$
6.	The undersigned corporation has caused this statement to be signed by its duly authorized officers, each of whom affirms, under penalties of perjury, that the facts stated herein are true. Dated David C. Cook Publishing Co. (Exact Name of Organization) added to execution) Bruce J. Adair, Secretary (Signature of President or Vice President) David R. Hachtel, Vice President (Type or Print Name and Title) If amendment is authorized pursuant to Section 10.10 by the incorporators, the incorporators must sign below, and type or print name and title.
	OR If amendment is authorized by the directors pursuant to Section 10.10 and there are no officers, then a majority of the directors or such directors as may be designated by the board, must sign below, and type or print name and title.
	The undersigned affirms, under the penalties of perjury, that the facts stated herein are true.
	Dated, 19
	Page 3

State of Allinois Office of The Secretary of State

Whites of amendment to the articles of incorporation of

DAVID C. COOK PUBLISHING CO.
INCORPORATED UNDER THE LAWS OF THE STATE OF ILLINOIS HAVE BEEN
FILED IN THE OFFICE OF THE SECRETARY OF STATE AS PROVIDED BY THE
BUSINESS CORPORATION ACT OF ILLINOIS, IN FORCE JULY 1, A.D. 1984.

Now Therefore, I, Jesse White, Secretary of State of the State of Illinois, by virtue of the powers vested in me by law, do hereby issue this certificate and attach hereto a copy of the Application of the aforesaid corporation.

In Testimony Whereof, I hereto set my hand and cause to be affixed the Great Seal of the State of Illinois, at the City of Springfield, this 18TH

day of JUNE A.D. 1999 and of the Independence of the United States the two hundred and 23RD .

Desse White

Secretary of State

Form **BCA-10.30**

ARTICLES OF AMENDMENT

File # 0244-231-1

(Rev. Jan. 1995)

George H. Ryan Secretary of State Department of Business Services Springfield, IL 62756 Telephone (217) 782-1832

Remit payment in check or money order, payable to "Secretary of State."

*The filing fee for articles of amendment - \$25.00

FILED

JUN 18 1999

JESSE WHITE SECRETARY OF STATE SUBMIT IN DUPLICATE

This space for use by Secretary of State

Date

Franchise Tax Filing Fee

Penalty Approved

1.	CORPORATE NAME:	David C. Cook Publishing Co.	JUN 18 1991
1.			(Note 1)
2.	MANNER OF ADOPTION OF AMENDMEN		
	-	of Incorporation was adopted onJune 9,	
	19 99 in the manner indicated below.		
	By a majority of the incorporators, provided have been elected;	no directors were named in the articles of incorpor	ation and no directors
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		(Note 2)
	By a majority of the board of directors, in a as of the time of adoption of this amendm	ccordance with Section 10.10, the corporation havent;	ving issued no shares
			(Note 2)
	By a majority of the board of directors, in accarding action not being required for the adoption	cordance with Section 10.15, shares having been is of the amendment;	
			(Note 3)
	adopted and submitted to the shareholder	Section 10.20, a resolution of the board of direct rs. At a meeting of shareholders, not less than the les of incorporation were voted in favor of the amount	e minimum number of
	votes required by statute and by the arms		(Note 4)
	duly adopted and submitted to the shareholders than the minimum number of votes re	ections 10.20 and 7.10, a resolution of the board of olders. A consent in writing has been signed by shequired by statute and by the articles of incorporating given notice in accordance with Section 7.10;	areholders naving not
			(Notes 4 & 5)
	duly adopted and submitted to the share	ections 10.20 and 7.10, a resolution of the board of sholders. A consent in writing has been signed b	directors having been all the shareholders
	entitled to vote on this amendment.		(Note 5)
3.	TEXT OF AMENDMENT:	EXPEDITED	(, , , , , , , , , , , , , , , , , , ,

3

When amendment effects a name change, insert the new corporate name below. Use Page 2 for all other JUN 18 1999 amendments.

SECRETARY OF STATE

RESOLVED, that the recommendation made by the Board of Directors of the corporation that the Articles of Incorporation be amended so as to change the name of the corporation from David C. Cook Publishing Co. to DaySpring Cards, Inc. be and it hereby is ratified and approved.

FURTHER RESOLVED, that said amendment to the Articles of Incorporation of the corporation be and it hereby is adopted.

Text of Amendment

o. (If amendment affects the corporate purpose, the amended purpose is required to be set forth in its entirety. If there is not sufficient space to do so, add one or more sheets of this size.)

Not Applicable.

Page 2

	The manner, if not set forth in Article 3b, in which any exchange, reclassification or cancellation of issued shares, or a reduction of the number of authorized shares of any class below the number of issued shares of that class, provided for or effected by this amendment, is as follows: (If not applicable, insert "No change")
	Not Applicable.
5.	(a) The manner, if not set forth in Article 3b, in which said amendment effects a change in the amount of paid-in capital (Paid-in capital replaces the terms Stated Capital and Paid-in Surplus and is equal to the total of these accounts) is as follows: (If not applicable, insert "No change")
	Not Applicable.
	(b) The amount of paid-in capital (Paid-in Capital replaces the terms Stated Capital and Paid-in Surplus and is equal to the total of these accounts) as changed by this amendment is as follows: (If not applicable, insert "No change")
	Not Applicable.
	Before Amendment After Amendment
	Paid-in Capital \$ \$
6.	The undersigned corporation has caused this statement to be signed by its duly authorized officers, each of whom affirms, under penalties of perjury, that the facts stated herein are true. Dated David C. Cook Publishing Co. (Exact Name of Comparation) added by authorized officers, each of whom affirms, under penalties of perjury, that the facts stated herein are true. David C. Cook Publishing Co. (Exact Name of Comparation) added by authorized persident or Vice President or Vice President (Signature of President or Vice President) David R. Hachtel, Vice President (Type or Print Name and Title) If amendment is authorized pursuant to Section 10.10 by the incorporators, the incorporators must sign below, and type or print name and title.
	OR
	If amendment is authorized by the directors pursuant to Section 10.10 and there are perofficers, then a majority of the directors or such directors as may be designated by the board, must sign below, and type or print name and title. The undersigned affirms, under the penalties of perjury, that the facts stated herein are true. Dated
	Page 3

5.

State of Allinois Office of The Secretary of State

Whites articles of amendment to the articles of incorporation of

DAVID C. COOK PUBLISHING CO.
INCORPORATED UNDER THE LAWS OF THE STATE OF ILLINOIS HAVE BEEN
FILED IN THE OFFICE OF THE SECRETARY OF STATE AS PROVIDED BY THE
BUSINESS CORPORATION ACT OF ILLINOIS, IN FORCE JULY 1, A.D. 1984.

Now Therefore, I, Jesse White, Secretary of State of the State of Illinois, by virtue of the powers vested in me by law, do hereby issue this certificate and attach hereto a copy of the Application of the aforesaid corporation.

In Testimony Whereof, I hereto set my hand and cause to be affixed the Great Seal of the State of Illinois, at the City of Springfield, this 18TH

day of JUNE A.D. 1999 and of the Independence of the United States the two hundred and 23RD.

Desse White

Secretary of State

TRADEMARK REEL: 002114 FRAME: 0758

RECOR

C-212.3

RECORDED: 07/13/2000