

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

Tab settings ⇨⇨⇨ ▼ ▼ ▼ ▼ ▼ ▼

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

1. Name of conveying party(ies):

HOLLYDALE INVESTMENTS LIMITED

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other British Virgin Islands Corporation

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

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other \_\_\_\_\_

Execution Date: \_\_\_\_\_

2. Name and address of receiving party(ies)

Name: Hallmark Cards, Incorporated

Internal Address: \_\_\_\_\_

Street Address: 2501 McGee Trafficway

City: Kansas City State: MO Zip: 64108

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Missouri
- 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 registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,472,217                      1,472,675  
1,475,435

Additional number(s) attached  Yes  No

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

Name: David N. Johnson

Internal Address: Hallmark Cards, Inc.

Legal Department

MD 339

Street Address: 2510 McGee Trafficway

City: Kansas City State: MO Zip: 64108

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

3

7. Total fee (37 CFR 3.41).....\$ 90.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

501385

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

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.

Sara H. Grabill  
Name of Person Signing

Sara H. Grabill  
Signature

05-10-2002  
Date

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

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

## ASSIGNMENT OF TRADEMARKS

Whereas, Hollydale Investments Limited ("Hollydale") of the British Virgin Islands is the owner of all right, title, and interest in and to United States trademark registrations Nos. 1 472 217; 1 472 675; and 1 475 435 ("the Registrations"), with effective dates, respectively, of January 12, 1988; January 12, 1988; and February 2, 1988; and

Whereas, Hallmark Cards, Incorporated ("Hallmark"), a Missouri corporation with its principal place of business at 2501 McGee Trafficway, Kansas City, Missouri, U.S.A. 64108, is desirous of obtaining the Registrations and related intellectual property rights from Hollydale;

Now, therefore, for the sum of six thousand British pounds (£6,000), receipt of which is acknowledged by Hollydale, Hollydale hereby assigns, transfers, and conveys to Hallmark all of Hollydale's right, title and interest in and to:

- (a) the Registrations;
- (b) the marks which are the subjects of the respective Registrations together with the goodwill of the business symbolised by such marks;
- (c) all other intellectual property rights acquired by Hollydale from Gordon Fraser, Inc. pursuant to a Quit Claim Bill of Sale dated May 1990, namely all intellectual property rights owned by Gordon Fraser, Inc. at that date, including the rights previously owned by Gordon Fraser, Inc. to own and use the names "Gordon Fraser", "The Gordon Fraser Gallery Limited";

"Gordon Fraser Gallery", "The Group Collection" and "Gordon Fraser Gallery Inc.", artwork, films, archives, trademarks, trade names, copyrights (including all renewals and extensions) and other assets that commonly fall within the definition of the term "intellectual property rights";

free from all licenses, charges or other encumbrances (save for the license in favor of Gordon Fraser, Inc. contained in the aforementioned Quit Claim Bill of Sale) and including the right to sue for past infringements and to retain all proceeds and recoveries from any such suits.

This Assignment of Trademark is being executed at this 11 day of JANUARY, 1994.

HOLLYDALE INVESTMENTS LIMITED

(Seal)

By 

Name : J. WILLIS AND J. BRANHAM

Title: DIRECTOR