

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):

Hallmark Cards, Incorporated

- Individual(s)
- General Partnership
- Corporation-State MO
- 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: \_\_\_\_\_

2. Name and address of receiving party(ies)

Name: Hallmark Cards PLC

Internal Address: Hallmark House

Street Address: Bingley Road

City: Bradford State: Yorkshire Zip: BD9 65D

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other United Kingdom Corporation

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:

David N. Johnson

Name: \_\_\_\_\_

Internal Address: Hallmark Cards, Inc.

Legal Department

MD 339

Street Address: 2501 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

05/15/2002  
Date

Total number of pages including cover sheet, attachments, and document: 6

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

**ASSIGNMENT**

Whereas, Hallmark Cards, Incorporated ("Assignor") of 2501 McGee Trafficway, Kansas City, Missouri 64108, has adopted and used and is using the following marks and has a registration of the following marks at the United States Patent and Trademark Office:

GF GORDON FRASER & Design; Reg. No. 1,472,675; Class 42

GORDON FRASER GF & Desing; Reg. No. 1,472,217; Class 16

THE GROUP COLLECTION; Reg. No. 1,475,435; Class 42

Whereas, Hallmark Cards PLC ("Assignee") of Hallmark House, Bingley Road, Bradford, West Yorkshire BD9 6SD England, is desirous of acquiring said marks thereof.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, effective December 11, 2001, Hallmark Cards, Incorporated does hereby assign unto Hallmark Cards PLC, all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the above identified application thereof.

HALLMARK CARDS, INCORPORATED

*Judith C. Whittaker*

Judith C. Whittaker  
Executive Vice President

STATE OF MISSOURI

ss.

COUNTY OF JACKSON

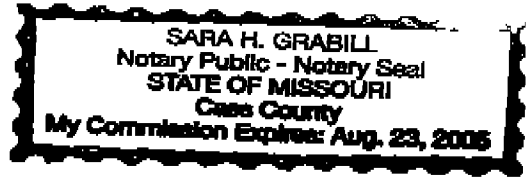
On this 15<sup>th</sup> day of May, 2002, before me appeared Judith C. Whittaker, the person who signed this instrument, who acknowledged that she signed it as a free act of behalf of the identified corporation.

*Sara H. Grabill*

Notary Public

My Commission Expires:

08-23-2005



HALLMARK CARDS PLC

Dwight C. Arn

Dwight C. Arn

Authorized Signatory

STATE OF MISSOURI

ss.

COUNTY OF JACKSON

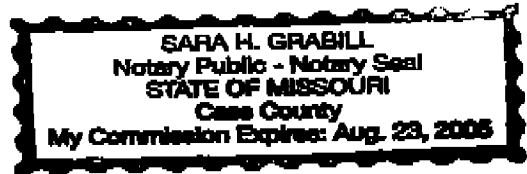
On this 15<sup>th</sup> day of May, 2002, before me appeared Dwight C. Arn, the person who signed this instrument, who acknowledged that he signed it as a free act of behalf of the identified corporation.

Sara H. Grabill

Notary Public

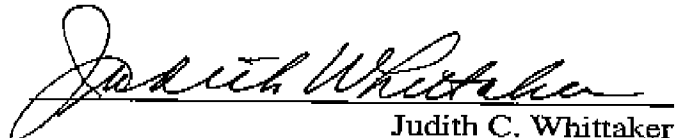
My Commission Expires:

08-23-2005



**DESIGNATION OF DOMESTIC REPRESENTATIVE**

Hallmark Cards, Incorporated, Legal Department, whose postal address is P.O. Box 419126, Mail Drop 339, Kansas City, Missouri 64141-6126 and street address is 2501 McGee Trafficway, Mail Drop 339, Kansas City, Missouri 64108 is hereby designated the domestic representative for Hallmark Cards PLC upon whom notice or process in proceedings affecting the mark may be served.



Judith C. Whittaker  
Authorized Signatory