

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

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

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 UK. Includes checkboxes for Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, and Other (United Kingdom Corporation). Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies): Name: Hallmark Cards PLC. Internal Address: Hallmark House. Street Address: Bingley Road West. City: Bradford State: Yorkshire Zip: BD9 65D. Includes checkboxes for Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State, and Other (United Kingdom Corporation). If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No. Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance: Includes checkboxes for Assignment, Merger, Security Agreement, Change of Name, and Other. Execution Date:

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 1,625,916 1,910,746 1,765,831 1,892,088. 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: 2501 McGee Trafficway. City: Kansas City State: MO Zip: 64108

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41): \$ 115.00. Includes checkboxes for Enclosed and 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. Signature: [Handwritten Signature] Date: 05-15-2002

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 UK ("Assignor") of Hallmark House, Bingley Road, Bradford, West Yorkshire BD9 65D England, has adopted and used and is using the following marks and has a registration or pending application of the following marks at the United States Patent and Trademark Office:

ANDREW BROWNSWORD; Reg. No. 1,625,916; Class 16

COUNTRY COMPANIONS; Reg. No. 1,765,831, Class 16

FOREVER FRIENDS; Reg. No. 1,910,746; Class 16

FOREVER FRIENDS; Reg. No. 1,892,088; Class 16

Whereas, Hallmark Cards PLC ("Assignee") of Hallmark House, Bingley Road, Bradford, West Yorkshire BD9 65D 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 UK, the parent of Hallmark Cards PLC, 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 UK

Dwight C. Arn

Dwight C. Arn
Authorized Signatory

STATE OF MISSOURI

ss.

COUNTY OF JACKSON

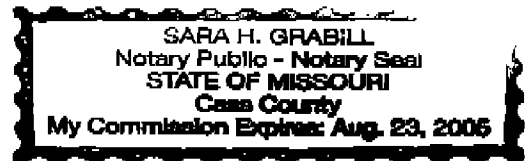
On this 15th day of May, 2002, before me appeared Dwight C. Arn, the person who signed this instrument, who acknowledged that she signed it as a free act of behalf of the identified corporation.

Sara H. Grabill

Notary Public

My Commission Expires:

08-23-2005



HALLMARK CARDS PLC

Judith C. Whittaker

Judith C. Whittaker
Authorized Signatory

STATE OF MISSOURI

ss.

COUNTY OF JACKSON

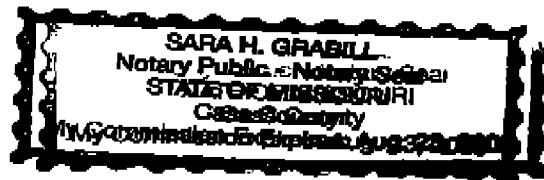
On this 15th day of May, 2002, before me appeared Judith C. Whittaker, the person who signed this instrument, who acknowledged that he signed it as a free act of behalf of the identified corporation.

Sara H. Grabill

Notary Public

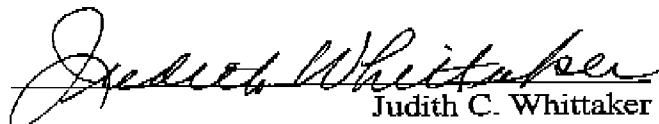
My Commission Expires:

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