

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

- Individual(s)
- General Partnership
- Corporation-State
- Other \_\_\_\_\_
- Association
- Limited Partnership

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

2. Name and address of receiving party(ies)

Name: Hallmark Licensing, Inc.  
Internal  
Address: \_\_\_\_\_

Street Address: 2440 Pershing Road  
City: Kansas City State: MO Zip: 64108

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Delaware
- 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
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: 08/29/2002

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

A. Trademark Application No.(s) NA

B. Trademark Registration No.(s) 1,044,273

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: Box 419126, MD #339

Street Address: 2501 McGee

City: Kansas City State: MO Zip: 64141-6126

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

501385

**DO NOT USE THIS SPACE**

9. Signature.

David N. Johnson  
Name of Person Signing

  
Signature

October 21, 2002  
Date

Total number of pages including cover sheet, attachments, and document: 2

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

**TRADEMARK ASSIGNMENT**

WHEREAS, Hallmark Cards, Incorporated ("Assignor") of 2501 McGee Trafficway, Kansas City, Missouri 64108, has adopted and owns the mark ("the Mark") registered on the Principal Register of the United States Patent and Trademark Office, as noted below:

<u>TRADEMARK</u>	<u>REG. NUMBER</u>	<u>REG. DATE</u>
SPRINGBOK & Design	1,044,273	07/20/76

WHEREAS, Hallmark Licensing, Inc. ("Assignee") a Delaware corporation, located at 2440 Pershing Road, Kansas City, Missouri 64108, desires to acquire the Mark and the above referenced Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the Registration thereof, effective as of August 29, 2002.

HALLMARK CARDS, INCORPORATED  
By: Judith Whittaker  
Judith Whittaker  
Title: Executive Vice President

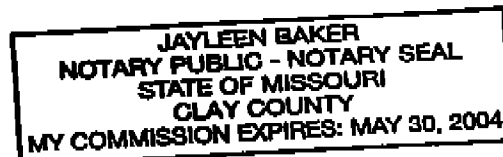
STATE OF MISSOURI     )  
  )ss.  
COUNTY OF JACKSON    )

SUBSCRIBED and SWORN to before me this 21<sup>st</sup> day of October, 2002.

Jayleen Baker  
Notary Public

My Commission Expires:

May 30, 2004





**HALLMARK CARDS, INCORPORATED  
LEGAL DIVISION  
FACSIMILE COVER SHEET**

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2501 MCGEE TRAFFICWAY, P.O. BOX 419126 MAIL DROP # 339 KANSAS CITY MO 64141  
DIRECT DIAL (816) 545-5614  
FACSIMILE (816) 274-7171 E-MAIL: PSIMMO2@HALLMARK.COM

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**DATE:** OCTOBER 21, 2002

**TO:** ASSIGNMENT BRANCH  
Patent and Trademark Office  
Washington, D.C. 20231

**FAX:** (703) 306-5995

**FROM:** Paula L. Simmons  
Legal Analyst

Number of pages including cover 3. If you do not receive all of the pages, call (816) 545-5614.

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**MESSAGE: ATTACHED FOR RECORDING PLEASE FIND A RECORDATION FORM COVER SHEET AND TRADEMARK ASSIGNMENT REGARDING THE MARK SPRINGBOK & DESIGN, REG. NO. 1,044,273.**

**ORIGINAL WILL NOT BE MAILED.**

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