

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Krause Publications, Inc.		10/27/2004	CORPORATION: WISCONSIN

RECEIVING PARTY DATA	
Name:	Michaels Stores, Inc.
Street Address:	8000 Bent Branch Drive
City:	Irving
State/Country:	TEXAS
Postal Code:	75063
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2664234	CREATE

CORRESPONDENCE DATA	
Fax Number:	(214)953-5822
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	214-953-5902
Email:	cbutzer@jw.com
Correspondent Name:	Carl C. Butzer
Address Line 1:	901 Main Street, Suite 6000
Address Line 4:	Dallas, TEXAS 75202

ATTORNEY DOCKET NUMBER:	46860-K069US
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NAME OF SUBMITTER:	Carl C. Butzer
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Total Attachments: 3
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CH \$40.00 2664234

ASSIGNMENT

This ASSIGNMENT is made effective as of OCTOBER 27, 2004 between Krause Publications, Inc., a Wisconsin corporation, located and doing business at 700 East State Street, Iola, Wisconsin 54990 ("Assignor") and Michaels Stores, Inc., a Delaware corporation, located and doing business at 8000 Bent Branch Drive, Irving, Texas 75063 ("Assignee").

WITNESSETH:


WHEREAS, Assignor has adopted, used, is using, and is the owner of certain trademark rights and other rights in the United States and Canada for the trademarks CREATE and CREATE!, respectively (the "Marks");

WHEREAS, Assignor is the owner of the corresponding U.S. Trademark Registration No. 2,664,234 and Canadian Registration No. TMA584,612 for the Marks (the "Registrations"); and

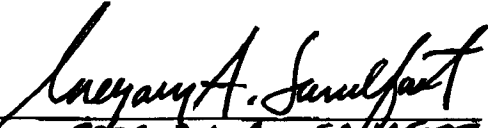
WHEREAS, Assignee desires to acquire the Marks and Registrations, and is desirous of using the aforesaid Marks;

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, grants and conveys to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by said Marks and the Registrations.

KRAUSE PUBLICATIONS, INC.

By: 
 Name: Mark F. Arnold
 Title: CEO

MICHAELS STORES, INC.

By: 
 Name: GREGORY A. SANFORT
 Title: EVP MERCHANDISING

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ACKNOWLEDGMENT

STATE OF OHIO §

COUNTY OF Hamilton §

BEFORE ME, on this 19 day of October, 2004, personally appeared Mark F. Arnett, known by me to be the CEO of Krause Publications, Inc., a Wisconsin corporation, the Assignor named above, and acknowledged to me that he executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.

Lisa Turner
Notary Public, State of Ohio

Lisa Turner
Notary's Printed Name

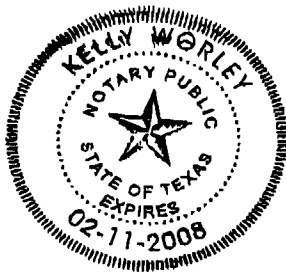
My commission expires: 11-15-05



ACKNOWLEDGMENT

STATE OF TEXAS §
 §
COUNTY OF DALLAS §

BEFORE ME, on this 27 day of OCTOBER, 2004, personally appeared GREGORY A. SANDFORT, known by me to be the EVP MERCHANDISING of Michaels Stores, Inc., a Delaware corporation, the Assignee named above, and acknowledged to me that he executed the foregoing Assignment on behalf of said Assignee and pursuant to authority duly received.



Kelly Worley
Notary Public, State of Texas

Kelly Worley
Notary's Printed Name

My commission expires: 2-11-08

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