

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Kavanah Cards, Inc.		02/19/2005	CORPORATION: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hallmark Licensing, Inc.		
<b>Street Address:</b>	2440 Pershing Road		
<b>City:</b>	Kansas City		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64108		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2463133	GRAND AVENUE PUBLISHING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(816)274-7171		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	816-274-5583		
<b>Email:</b>	psimmo2@hallmark.com		
<b>Correspondent Name:</b>	Albert P. Mauro, Jr., Esq.		
<b>Address Line 1:</b>	2501 McGee, Box 419126		
<b>Address Line 2:</b>	MD #339		
<b>Address Line 4:</b>	Kansas City, MISSOURI 64141-6126		
<b>NAME OF SUBMITTER:</b>	Albert P. Mauro, Jr., Esq.		
<b>Signature:</b>	/Albert P. Mauro, Jr./		
<b>Date:</b>	03/18/2005		

**CH \$40.00 2463133**

Total Attachments: 1

**900021524**

**TRADEMARK  
 REEL: 003049 FRAME: 0204**



TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of the date set forth below from Kavanah Cards, Inc. ("ASSIGNOR") to Hallmark Licensing, Inc. ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the following trademark (the "Mark"):

GRAND AVENUE PUBLISHING (and design)  
U.S. Trademark Registration No. 2,463,133, Issued June 26, 2001

together with the goodwill of the business symbolized thereby in connection with the goods on which the Mark is used (the "Property").

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Mark and the Property.

NOW, THEREFORE, in consideration of the payment of One Thousand Five Hundred Dollars (\$1,500.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark and the Property, together with the goodwill of the business relating to the products in respect upon which the Mark is used and for which it is registered and all rights to sue for past, present and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark and the Property.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

KAVANAH CARDS, INC.

By: Patricia M. Weiler

Printed Name: PATRICIA M. WEILER

Title: Owner

Date: 2/19/05