

**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>
Crafts, Etc! Ltd.		07/19/2005	CORPORATION: OKLAHOMA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hobby Lobby Stores, Inc.		
<b>Street Address:</b>	7707 Southwest 44th Street		
<b>City:</b>	Oklahoma City		
<b>State/Country:</b>	OKLAHOMA		
<b>Postal Code:</b>	73179		
<b>Entity Type:</b>	CORPORATION: OKLAHOMA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78498565	STICKY DOO'S BY THE PAPER STUDIO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(405)745-1721		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	4057451720		
<b>Email:</b>	john.graham@hobbylobby.com		
<b>Correspondent Name:</b>	Peter Dobelbower		
<b>Address Line 1:</b>	7701 Southwest 44th Street		
<b>Address Line 4:</b>	Oklahoma City, OKLAHOMA 73179		
<b>NAME OF SUBMITTER:</b>	Peter Dobelbower		
<b>Signature:</b>	/Peter Dobelbower/		
<b>Date:</b>	07/19/2005		

OP \$40.00 78498565

Total Attachments: 2  
 source=Assignment of Trademark (Crafts to Hobby) 071905#page1.tif



## ASSIGNMENT OF TRADEMARK

MARK: STICKY DOO'S BY THE PAPER STUDIO  
U.S. SERIAL: 78/498,565

July 19, 2005

### Recitals

1. Crafts, Etc!, Ltd. ("Crafts"), is an Oklahoma corporation, having a principal place of business at 7717 Southwest 44<sup>th</sup> Street, Oklahoma City, OK 73179.
2. Hobby Lobby Stores, Inc. ("Hobby Lobby"), is an Oklahoma Corporation having a principal place of business at 7707 Southwest 44<sup>th</sup> Street, Oklahoma City, OK 73179.
3. Crafts is the owner of the trademark STICKY DOO'S BY THE PAPER STUDIO ("Mark").
4. Crafts filed an application to register the Mark with the United States Patent and Trademark Office ("USPTO") on October 12, 2004 ("Application").
5. The USPTO assigned the Mark and Application U.S. Serial Number 78/498,565.
6. Crafts first used the mark in commerce on January 11, 2005.
7. Crafts amended the Application to allege its use of the Mark with the goods set forth in the Application effective June 8, 2005.
8. Hobby Lobby desires to acquire the Mark and continue its use in commerce with the goods set forth in the Application.
8. Crafts desires to assign to Hobby Lobby any and all of Crafts' rights, title and interest in the Mark, including without limitation, the aforementioned Application and any subsequent United States Trademark Registration and the good will symbolized by and associated with the Mark.

### Assignment

In consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Crafts hereby sells, assigns,

transfers and conveys to Hobby Lobby any and all rights, title and interest in and to the use of the Mark together with the good will symbolized by the Mark, and any and all right and title held by Crafts in U.S. Serial Number 78/498,565, any and all subsequent U.S. Registrations and Renewals, along with the right to recover damages for any past or future infringement of the Mark.

Crafts acknowledges the execution of two original counterparts of this Assignment, each of which shall be deemed to be one and the same instrument.

Crafts further acknowledges and warrants that one executed counterpart shall be properly recorded with the United States Patent and Trademark Office, pursuant to 15 U.S.C. § 1060, *et seq*, and 37 C.F.R. § 3.1, *et seq*.

With actual authority, signed and executed this 19<sup>th</sup> day of July, 2005,

By: Scott McLain  
Scott McLain  
Vice President  
Crafts, Etc!, Ltd.

Acknowledgment

State of Oklahoma        )  
  )  
Oklahoma County        )

This instrument was acknowledged before me on the 19<sup>th</sup> day of July, 2005 by Scott McLain as authorized representative of Assignor, Crafts, Etc!, Ltd.

Gay Hutts  
Notary Public

My Commission Expires: June 11, 2009 (seal)

