

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crafts, Etc!, Ltd.		07/28/2005	CORPORATION: OKLAHOMA
RECEIVING PARTY DATA			
Name:	Hobby Lobby Stores, Inc.		
Street Address:	7707 Southwest 44th Street		
City:	Oklahoma City		
State/Country:	OKLAHOMA		
Postal Code:	73179		
Entity Type:	CORPORATION: OKLAHOMA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2445119	STICKABILITIES	
CORRESPONDENCE DATA			
Fax Number:	(405)745-1721		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4057451720		
Email:	john.graham@hobbylobby.com		
Correspondent Name:	Peter Dobelbower		
Address Line 1:	7701 Southwest 44th Street		
Address Line 4:	Oklahoma City, OKLAHOMA 73179		
NAME OF SUBMITTER:	Peter Dobelbower		
Signature:	/Peter Dobelbower/		
Date:	07/29/2005		

Total Attachments: 2
 source=Assignment of Trademark (Crafts to Hobby) 072805#page1.tif

OP \$40.00 2445119

ASSIGNMENT OF TRADEMARK

MARK: STICKABILITIES
US Reg. No.: 2,445,119

July 28, 2005

Recitals

1. Crafts, Etc!, Ltd. ("Crafts"), is an Oklahoma corporation, having a principal place of business at 7717 Southwest 44th 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 44th Street, Oklahoma City, OK 73179.
3. Crafts is the owner of the trademark STICKABILITIES ("Mark").
4. Crafts successfully registered the Mark with the United States Patent and Trademark Office ("USPTO") on April 17, 2001.
5. The USPTO assigned the Mark U.S. Reg. No.: 2,445,119 ("Registration").
6. Crafts first used the mark in commerce in November 2000.
8. Hobby Lobby desires to acquire the Mark and continue its use in commerce with the goods set forth in the Registration.
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 Registration and any subsequent renewals of the Mark and the good will symbolized by and associated with the Mark.

Assignment

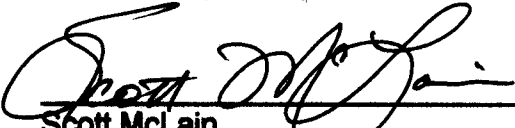
In consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Crafts hereby sells, assigns, transfers and conveys to Hobby Lobby any and all rights, title and interest in and to the use of the Mark together with the good will symbolized by the Mark, and any and all right and

title held by Crafts in U.S. Reg. No.: 2,445,119 and all subsequent 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 28th day of July, 2005,

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

Acknowledgment

State of Oklahoma)
)
Oklahoma County)

This instrument was acknowledged before me on the 28th day of July, 2005 by Scott McLain as authorized representative of Assignor, Crafts, Etc!, Ltd.


Notary Public

My Commission Expires: 04/08/09

(seal)

