

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
Hob-Lob, Limited Partnership		10/18/2005	LIMITED PARTNERSHIP: OKLAHOMA
RECEIVING PARTY DATA			
Name:	Hobby Lobby Stores, Inc.		
Street Address:	7707 S.W. 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:	1198395	HOBBY LOBBY	
CORRESPONDENCE DATA			
Fax Number:	(405)745-1721		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4057451752		
Email:	john.graham@hobbylobby.com		
Correspondent Name:	John Graham		
Address Line 1:	7701 S.W. 44th Street		
Address Line 4:	Oklahoma City, OKLAHOMA 73179		
ATTORNEY DOCKET NUMBER:	HOBBY LOBBY		
NAME OF SUBMITTER:	John Graham		
Signature:	/John Graham/		
Date:	10/19/2005		

OP \$40.00 1198395

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

MARK: HOBBY LOBBY
US Reg. No.: 1,198,395

October 18, 2005

Recitals

1. Hob-Lob, Limited Partnership. ("Hob-Lob"), is an Oklahoma limited partnership, having a principal place of business at 7707 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. Hob-Lob is the owner of the trademark HOBBY LOBBY ("Mark").
4. Hob-Lob's predecessor in interest successfully registered the Mark with the United States Patent and Trademark Office ("USPTO") on June 22, 1982, and Hob-Lob successfully renewed the registration on September 13, 2002.
5. The USPTO assigned the Mark U.S. Reg. No.: 1,198,395 ("Registration").
6. The Mark was first used in commerce on August 3, 1972.
8. Hobby Lobby desires to acquire the Mark Hob-Lob and continue its use in commerce with the goods set forth in the Registration.
8. Hob-Lob desires to assign to Hobby Lobby any and all of Hob-Lob' 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

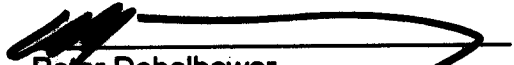
In consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Hob-Lob hereby sells, assigns, transfers, and conveys to Hobby Lobby any and all rights, title and interest in and

to the use of the Mark together with the good will symbolized by the Mark, and any and all right and title held by Hob-Lob in U.S. Reg. No.: 1,198,395 and all subsequent renewals, along with the right to recover damages for any past or future infringement of the Mark.

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

Hob-Lob 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*.

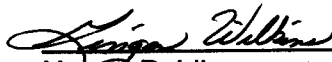
With actual authority, signed and executed this 18th day of October, 2005,

By: 
Peter Dobelbower
Vice President
Hob-Lob, Limited Partnership.

Acknowledgment

State of Oklahoma)
)
Oklahoma County)

This instrument was acknowledged before me on the 18th day of October, 2005 by Peter Dobelbower as authorized representative of Assignor, Hob-Lob, Limited Partnership.


Notary Public

My Commission Expires: 04/08/09 (seal)

