

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	05/27/1994

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Outreach Publications Incorporated		05/27/1994	CORPORATION: ARKANSAS

RECEIVING PARTY DATA

Name:	David C. Cook Publishing Co.
Street Address:	4050 Lee Vance View
City:	Colorado Springs
State/Country:	COLORADO
Postal Code:	80918
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1372509	JOYFULLY YOURS

CORRESPONDENCE DATA

Fax Number: (816)274-7171
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 816-274-8397
 Email: djohns4@hallmark.com
 Correspondent Name: David N. Johnson, Esq., Hallmark Cards
 Address Line 1: 2501 McGee Trafficway
 Address Line 2: Legal Division, MD #339
 Address Line 4: Kansas City, MISSOURI 64108

ATTORNEY DOCKET NUMBER:	15324-33-001-A
NAME OF SUBMITTER:	David N. Johnson
Signature:	/David N. Johnson/

CH \$40.00 1372509

Date:

02/17/2006

Total Attachments: 5

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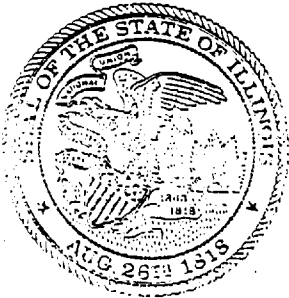
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Whereas, ARTICLES OF MERGER OF
DAVID C. COOK PUBLISHING CO.
INCORPORATED UNDER THE LAWS OF THE STATE OF ILLINOIS HAVE BEEN
FILED IN THE OFFICE OF THE SECRETARY OF STATE AS PROVIDED BY THE
BUSINESS CORPORATION ACT OF ILLINOIS, IN FORCE JULY 1, A.D. 1984.

*Now Therefore, I, George H. Ryan, Secretary of State of the
State of Illinois, by virtue of the powers vested in me by law, do
hereby issue this certificate and attach hereto a copy of the
Application of the aforesaid corporation.*

In Testimony Whereof, *I hereto set my hand and cause to
be affixed the Great Seal of the State of Illinois,
at the City of Springfield, this 31ST
day of MAY A.D. 19 84 and
of the Independence of the United States
the two hundred and 18TH*



George H. Ryan
SECRETARY OF STATE

**ARTICLES OF MERGER
CONSOLIDATION OR EXCHANGE**

File # **0244-231-1**

George H. Ryan
Secretary of State
Department of Business Services
Springfield, IL 62756
Telephone (217) 782-6961

FILED

PAID

MAY 31 1994

MAY 31 1994

GEORGE H. RYAN
SECRETARY OF STATE

SUBMIT IN DUPLICATE

This space for use by
Secretary of State

Date **5/31/94**

Filing Fee \$ **100.00**

Approved: 

DO NOT SEND CASH!
Remit payment in check or money
order, payable to "Secretary of State."
Filing Fee is \$100, but if merger or con-
solidation of more than 2 corporations,
\$50 for each additional corporation.

1. Names of the corporations proposing to ~~consolidate~~ ^{merge} ~~exchange~~ ~~here~~ ~~xxx~~, and the state or country of their incorporation:

Name of Corporation	State or Country of Incorporation
Outreach Publications Incorporated	Arkansas <i>N.R.</i>
David C. Cook Publishing Co. <i>/</i>	Illinois <i>244-231-1</i>

2. The laws of the state or country under which each corporation is incorporated permit such merger, consolidation or exchange.

3. (a) Name of the ~~new~~ ^{surviving} ~~acquiring~~ corporation: David C. Cook Publishing Co. */*

(b) it shall be governed by the laws of: Illinois */*

4. Plan of ~~consolidation~~ ^{merger} ~~exchange~~ is as follows: See Exhibit A attached hereto

If not sufficient space to cover this point, add one or more sheets of this size.

EXPEDITED
MAY 31 1994
SECRETARY OF STATE

PLAN OF MERGER OF /
DAVID C. COOK PUBLISHING CO, PARENT
AND
OUTREACH PUBLICATIONS, INCORPORATED
WHOLLY OWNED SUBSIDIARY

EXHIBIT A

1. DAVID C. COOK PUBLISHING CO., which is a business corporation of the State of Illinois and is the owner of all of the outstanding shares of OUTREACH PUBLICATIONS INCORPORATED, which is a business corporation of the State of Arkansas, hereby merges OUTREACH PUBLICATIONS, INCORPORATED into DAVID C. COOK PUBLISHING CO. pursuant to the provisions of the Arkansas Business Corporation Act and pursuant to the provisions of the laws of the jurisdiction of organization of the DAVID C. COOK PUBLISHING CO.
2. The separate existence of OUTREACH PUBLICATIONS INCORPORATED shall cease upon the effective date of the merger pursuant to the provisions of the Arkansas Business Corporation Act; and DAVID C. COOK PUBLISHING CO. shall continue its existence as the surviving corporation pursuant to the provisions of the laws of its jurisdiction of organization.
3. The effective date of the merger shall be June 1, 1994.
4. The articles of incorporation of DAVID C. COOK PUBLISHING CO. are not amended in any respect by this Plan of Merger.
5. The issued shares of OUTREACH PUBLICATIONS INCORPORATED shall not be converted or exchanged in any manner, but each said share which is issued as of the effective date of the merger shall be surrendered and extinguished.
6. Each share of DAVID C. COOK PUBLISHING CO. outstanding immediately prior to the effective date of the merger is to be an identical outstanding or treasury share of DAVID C. COOK PUBLISHING CO. after the effective date of the merger.
7. No shares of DAVID C. COOK PUBLISHING CO. and no shares, securities, or obligations convertible into such shares are to be issued or delivered under this Plan of Merger.
8. The Board of Directors and the proper officers of DAVID C. COOK PUBLISHING CO. are hereby authorized, empowered, and directed to do any and all acts and things, and to make, execute, deliver, file, and/or record any and all instruments, papers, and documents which shall be or become necessary, proper, or convenient to carry out or put into effect any of the provisions of this Plan of Merger or of the merger herein provided for.

gb0244

5. Plan of ~~consolidation~~ ^{merger} was approved, as to each corporation not organized in Illinois, in compliance with the laws of the state under which it is organized, and (b) as to each Illinois corporation, as follows:

(The following items are not applicable to mergers under §11.30 —90% owned subsidiary provisions. See Article 7.)

(Only "X" one box for each corporation)

Name of Corporation	By the shareholders, a resolution of the board of directors having been duly adopted and submitted to a vote at a meeting of shareholders. Not less than the minimum number of votes required by statute and by the articles of incorporation voted in favor of the action taken. (§ 11.20)	By written consent of the shareholders having not less than the minimum number of votes required by statute and by the articles of incorporation. Shareholders who have not consented in writing have been given notice in accordance with § 7.10 (§ 11.220)	By written consent of ALL the shareholders entitled to vote on the action, in accordance with § 7.10 & § 11.20
<u>David C. Cook Publishing Co.</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. (Not applicable if surviving, new or acquiring corporation is an Illinois corporation)

It is agreed that, upon and after the issuance of a certificate of merger, consolidation or exchange by the Secretary of State of the State of Illinois:

- The surviving, new or acquiring corporation may be served with process in the State of Illinois in any proceeding for the enforcement of any obligation of any corporation organized under the laws of the State of Illinois which is a party to the merger, consolidation or exchange and in any proceeding for the enforcement of the rights of a dissenting shareholder of any such corporation organized under the laws of the State of Illinois against the surviving, new or acquiring corporation.
- The Secretary of State of the State of Illinois shall be and hereby is irrevocably appointed as the agent of the surviving, new or acquiring corporation to accept service of process in any such proceedings, and
- The surviving, new, or acquiring corporation will promptly pay to the dissenting shareholders of any corporation organized under the laws of the State of Illinois which is a party to the merger, consolidation or exchange the amount, if any, to which they shall be entitled under the provisions of "The Business Corporation Act of 1983" of the State of Illinois with respect to the rights of dissenting shareholders.

Complete this form reporting a merger under § 11.30—90% owned subsidiary corporations.

The number of outstanding shares of each class of each merging subsidiary corporation and the number of such shares of each class owned immediately prior to the adoption of the plan of merger by the parent corporation, are:

Name of Corporation	Total Number of Shares Outstanding of Each Class	Number of Shares of Each Class Owned Immediately Prior to Merger by the Parent Corporation
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

b. The date of mailing a copy of the plan of merger and notice of the right to dissent to the shareholders of each merging subsidiary corporation was _____, 19____.

Was written consent for the merger or written waiver of the 30-day period by the holders of all the outstanding shares of all subsidiary corporations received? Yes No

(If the answer is "No," the duplicate copies of the Articles of Merger may not be filed to the Secretary of State until after 30 days following the mailing of a copy of the plan of merger and notice of the right to dissent to the shareholders of each merging subsidiary corporation.)

8. The undersigned corporation has caused these articles to be signed by its duly authorized officers, each of whom affirms, under penalties of perjury, that the facts stated herein are true.

Dated May 27, 1994

attested by David R. Hachtel
 (Signature of Secretary or Assistant Secretary)

David R. Hachtel, Assistant Secretary
 (Type or Print Name and Title)

David C. Cook Publishing Co.
 (Exact Name of Corporation)

by David L. Marble
 (Signature of President or Vice President)

David L. Marble, President
 (Type or Print Name and Title)

Dated May 27, 1994

attested by David R. Hachtel
 (Signature of Secretary or Assistant Secretary)

David R. Hachtel, Assistant Secretary
 (Type or Print Name and Title)

Outreach Publications, Inc.
 (Exact Name of Corporation)

by David L. Marble
 (Signature of President or Vice President)

David L. Marble, President
 (Type or Print Name and Title)

Dated _____, 19____

attested by _____
 (Signature of Secretary or Assistant Secretary)

 (Exact Name of Corporation)

by _____
 (Signature of President or Vice President)