

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Crystal Creative Products, Inc.		07/31/2006	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	Cleo Inc
Street Address:	4025 Viscount
City:	Memphis
State/Country:	TENNESSEE
Postal Code:	38118
Entity Type:	CORPORATION: TENNESSEE

PROPERTY NUMBERS Total: 20

Property Type	Number	Word Mark
Registration Number:	578192	CRYSTAL
Registration Number:	732157	CRYSTAL
Registration Number:	750891	MADRAS
Registration Number:	769944	
Registration Number:	792931	POMPS
Registration Number:	809278	MIAMI
Registration Number:	1431104	BAG A GIFT
Registration Number:	1524473	CRYSTALIZED TISSUE
Registration Number:	1549134	PEARLIZED TISSUE
Registration Number:	1696121	PUMPKIDS
Registration Number:	2004385	CRYSTAL
Registration Number:	2006131	CRYSTAL
Registration Number:	2071157	CRYSTAL
Registration Number:	2071158	CRYSTAL

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Registration Number:	2094159	RADIANT WRAP
Registration Number:	2309972	BOX-A-GIFT
Registration Number:	2317826	CRYSTAL SHEER
Registration Number:	2381874	FANTASY
Registration Number:	2401008	EASY-WRAP
Registration Number:	2476701	ALWAYS HOLIDAY

CORRESPONDENCE DATA

Fax Number: (215)988-2757

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 215-988-3311

Email: PHTrademarks@dbr.com, stephen.meyers@dbr.com

Correspondent Name: Stephen J. Meyers

Address Line 1: 18th and Cherry Streets

Address Line 2: One Logan Square

Address Line 4: Philadelphia, PENNSYLVANIA 19061-6996

ATTORNEY DOCKET NUMBER:	145044
NAME OF SUBMITTER:	Judy Dale
Signature:	/Judy Dale/
Date:	08/16/2006

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Crystal Creative Products, Inc., an Ohio corporation, 3120 South Verity Parkway, Middletown, Ohio 45042 ("Assignor"), has adopted, owns and is using the trademarks listed in Schedule A hereto ("the Marks") in connection with various goods;

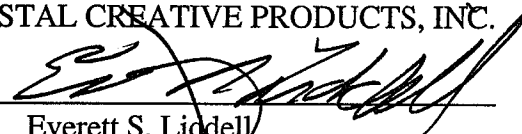
WHEREAS, Assignor owns the federal registrations for the Marks in the United States Patent and Trademark Office for the goods identified therein, as listed in Schedule A hereto:

WHEREAS, Cleo Inc, a Tennessee corporation, 4025 Viscount, Memphis, Tennessee 38118 ("Assignee"), desires to acquire the Marks and the above-referenced registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, including any choses in action, and the registrations and applications for registration thereof.

Dated effective as of: 7/31/08

CRYSTAL CREATIVE PRODUCTS, INC.

By: 
Everett S. Liddell
Senior Vice President,
Human Resources and Administration

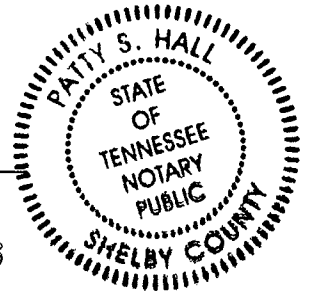
STATE OF *Tennessee* :
 :SS
COUNTY OF *Shelby* :

On this 31st day of July, 2006, before me personally appeared Everett S. Liddell, to me personally known, who being duly sworn, did say that he is Senior Vice President, Human Resources and Administration of Crystal Creative Products, Inc., the Ohio corporation which executed the foregoing instrument; and that he acknowledges the instrument to be the free deed and act of said corporation for the purposes therein set forth and intending that this instrument be recorded.

Patty S. Hall

NOTARY PUBLIC

MY COMMISSION EXPIRES
FEBRUARY 23, 2010



SCHEDULE A

MARK	REGISTRATION NO.	ISSUED
CRYSTAL (stylized)	578,192	August 4, 1953
CRYSTAL	732,157	May 29, 1962
MADRAS	750,891	June 11, 1963
Design of a Crystal with Sparks	769,944	May 19, 1964
POMPS	792,931	July 20, 1965
MIAMI	809,278	May 31, 1966
BAG A GIFT	1,431,104	March 3, 1987
CRYSTALIZED TISSUE	1,524,473	February 14, 1989
PEARLIZED TISSUE	1,549,134	July 25, 2989
PUMPKIDS (stylized)	1,696,121	June 23, 1992
CRYSTAL and Design	2,004,385	October 1, 1996
CRYSTAL	2,006,131	October 8, 1996
CRYSTAL	2,071,157	June 17, 1997
CRYSTAL and Design	2,071,158	June 17, 1997
RADIANT WRAP	2,094,159	September 9, 1997
BOX-A-GIFT	2,309,972	January 18, 2000
CRYSTAL SHEER	2,317,826	February 15, 2000
FANTASY	2,381,874	August 29, 2000
EASY-WRAP	2,401,008	October 31, 2000
ALWAYS HOLIDAY	2,476,701	August 7, 2001

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