

**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>
Paramount Cards, Inc.		08/29/2006	CORPORATION:

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Hallmark Licensing, Inc.
<b>Street Address:</b>	2440 Pershing Rd.
<b>City:</b>	Kansas City
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	64108
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 12**

Property Type	Number	Word Mark
Registration Number:	1111781	MOMENTS SHARED
Registration Number:	2496036	PAPER RAINBOW PRESS
Registration Number:	1208303	WORDS FROM THE HEART BY CONSTANCE PARKER GRAHAM
Registration Number:	1442082	
Registration Number:	1616679	PARAMOUNT FROM THE HEART
Registration Number:	1122357	IMAGES
Registration Number:	0856028	PARACHROME
Registration Number:	0942002	PHOTOGRAM
Registration Number:	2749439	MAD HATTER
Registration Number:	0749439	PARAMOUNT
Registration Number:	1378617	TELECARD
Registration Number:	1148010	FROM THE HEART

<b>CORRESPONDENCE DATA</b>
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**CH \$315.00 1111781**

Fax Number: (816)274-7171  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 816-274-5583  
Email: psimmo2@hallmark.com  
Correspondent Name: Paula L. Simmons  
Address Line 1: 2501 McGee, Box 419126  
Address Line 2: MD #339  
Address Line 4: Kansas City, MISSOURI 64141-6126

NAME OF SUBMITTER:	Paula L. Simmons
Signature:	/Paula L. Simmons/
Date:	09/12/2006

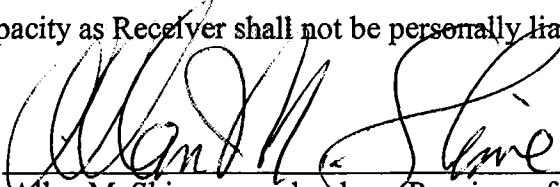
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**ASSIGNMENT**  
**Paramount Cards, Inc. to Hallmark Licensing, Inc.**  
**U.S. Trademarks, Copyrights, Domain Name**

I, Allan M. Shine, in my capacity as the duly appointed Permanent Receiver of Paramount Cards, Inc. by the authority vested in me by Order of the Providence County Superior Court of the State of Rhode Island entered on the 29 day of August, 2006, in the consolidated receivership proceedings pending before that Court, docketed as BC Nos. 06-3850, 06-3851, 06-3852, and 06-3853, for good and valuable consideration paid by Hallmark Licensing, Inc., 2440 Pershing Rd., Kansas City, Missouri 64108, the receipt of which is hereby acknowledged, do hereby convey and assign to Hallmark Licensing, Inc., all of my right, title and interest as said Permanent Receiver in and to the trademarks, copyrights and domain names as shown on the attached Schedule A, Schedule B and Schedule C, and specifically excluding the trademarks and domain names shown on the attached Schedule D, together with any other intellectual property including but without limitation to trademarks, copyrights (registered or unregistered), domain names and patents not specifically identified on the attached schedules, together with the goodwill of the business symbolized by the trademarks, copyrights and domain names, and the above identified application thereof (collectively the "IP Assets"), free and clear of all liens, security interests, mortgages, encumbrances, claims, and interests, but expressly subject to any rights of third party licensors in and to the IP Assets.

This assignment is made without any representations or warranties whatsoever, including but not limited to, any representations or warranties concerning title, ownership, enforceability, validity, amount, quality, existence, or any other aspects of the IP Assets.


Notwithstanding anything herein to the contrary, the person executing this instrument in his representative capacity as Receiver shall not be personally liable.

  
\_\_\_\_\_  
Allan M. Shine, as and only as Receiver of  
Paramount Cards, Inc., and not individually

STATE OF RHODE ISLAND  
ss.

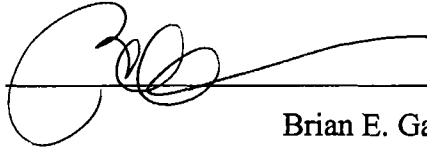
COUNTY OF PROVIDENCE

On this 20<sup>th</sup> day of August, 2006, before me appeared Allan M. Shine, in his capacity as Receiver of Paramount Cards, Inc., the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation in his capacity as Receiver of said corporation.

  
\_\_\_\_\_  
Notary Diane Finkle Notary Public

My Commission Expires:  
8/07/2009

HALLMARK LICENSING, INC.



Brian E. Gardner, Vice President

STATE OF MISSOURI

ss.

COUNTY OF JACKSON

On this 31<sup>st</sup> day of August, 2006, before me appeared Brian E. Gardner, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation.



Notary Public

My Commission Expires:

3-14-08

**SANDRA S. ARNALL**  
Notary Public - Notary Seal  
STATE OF MISSOURI  
Cass County  
My Commission Expires: March 14, 2008

**Schedule A – Trademarks**

<b>United States Trademarks</b>	<b>Registration/ Application Number</b>	<b>International Classification</b>
MOMENTS SHARED	1111781	16
PAPER RAINBOW PRESS	2496036	16
WORDS FROM THE HEART BY CONSTANCE PARKER GRAHAM	1208303	16
DESIGN ONLY	1442082	16
PARAMOUNT FROM THE HEART & Design	1616679	16
IMAGES	1122357	16
PARACHROME & Design	0856028	16
PHOTOGRAM	0942002	16
MAD HATTER	2749439	16
PARAMOUNT	0749439	16
TELECARD	1378617	42
FROM THE HEART	1148010	16

**Schedule B – Copyrights**

<b>United States Copyright</b>	<b>Registration Number</b>
EARTHSONG / VANDEXTER	VA-279-808

**Schedule C – Domain Names**

<b>Domain Name</b>	<b>Registrar</b>
paramountcards.com	NAMESECURE.COM



**Schedule D – Trademarks and Domain Names Excluded**

<b>Trademark</b>	<b>Registration Number</b>	<b>International Classification</b>
CARDSMART CARDS	2942707	16
CARDSMART 50% OFF EVERY CARD, EVERY DAY	2288556	35
CARD\$MART	2013981	42
WHERE SMART RETAILERS INVEST	2326843	35
WHERE SMART SHOPPERS SHOP	2370756	35
“CARING SO MUCH NEVER COSTS SO LITTLE”	2422198	16
“ALL THE QUALITY, HALF THE PRICE”	2422197	16
SMART PRICE	2407304	16

<b>Domain Name</b>	<b>Registrar</b>
cardsmart.com	NAMESECURE.COM