

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
Image Craft Inc.		08/29/2006	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Hallmark Licensing, Inc.		
Street Address:	2440 Pershing Road		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64108		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1879209	BLOSSOM VALLEY	
Registration Number:	2070299	FALLBROOK GREETINGS	
Registration Number:	2283463	TIMELESS TREASURES	
Registration Number:	2269284	THOUGHTFUL MOMENTS	
CORRESPONDENCE DATA			
Fax Number:	(816)274-7171		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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/		

CH \$115.00 1879209

Date:

09/27/2006

Total Attachments: 5

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ASSIGNMENT

RSM Richter Inc., solely in its capacity as court-appointed interim receiver and receiver and manager (the "Receiver") of the current and future assets, undertakings and properties of Image Craft Inc. ("Image Craft") and by the authority vested in it by the Approval and Vesting Order of the Ontario Superior Court of Justice in Bankruptcy and Insolvency (Commercial List) issued on the 29th day of August, 2006 (the "Order"), and as confirmed in a General Conveyance Agreement made on August 29, 2006 including the parties hereto (the "General Conveyance Agreement"), for good and valuable consideration paid by Hallmark Licensing, Inc., 2440 Pershing Rd., Kansas City, Missouri 64108, the receipt of which is hereby acknowledged, does hereby confirm that, as of August 29, 2006, pursuant to the Order and as confirmed in the General Conveyance Agreement, the Receiver has conveyed, sold, assigned and transferred, and, to the extent that it has not conveyed, sold, assigned or transferred any of Image Craft's or the Receiver's right, title or interest, does hereby convey, sell, assign and transfer to Hallmark Licensing, Inc., its successors and assigns, pursuant to the Order, all of the right, title and interest of Image Craft and of the Receiver, if any, in and to the trademarks and copyrights as shown on the attached Schedule A and Schedule B, together with the goodwill of the business symbolized by the assigned trademarks and copyrights, any and all rights relating thereto that may arise at law, all rights of action resulting from prior infringement or other unauthorized use thereof, and all of Image Craft's or the Receiver's rights to oppose applications for the registration of similar or confusing trademarks, the same to be held and enjoyed as fully and exclusively as the same would have been held and enjoyed by Image Craft and the Receiver had this conveyance, sale, assignment, and transfer not been made (collectively 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, assignability or any other aspects of the IP Assets.

Notwithstanding anything herein to the contrary, the Receiver shall not be personally liable for its execution of this instrument.

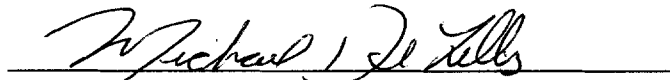
RSM RICHTER INC., solely in its capacity as interim receiver and receiver and manager of the property, assets and undertaking of Image Craft Inc., and not in its personal capacity

By: 

Name:

Title:

On this 29th day of August, 2006, before me appeared Robert Marlang, 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 Image Craft Inc.



A Notary Public in and for the Province of Ontario, Canada

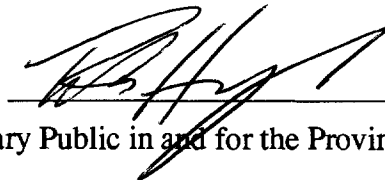
HALLMARK LICENSING, INC.

By: C. Todd Navrat

Name: C. TODD NAVRAT

Title: ATTORNEY ON BEHALF OF
HEATHER A. LEITH, V.P.

On this 29th day of August, 2006, before me appeared C. Todd Navrat, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation.



A Notary Public in and for the Province of Ontario, Canada

Schedule A – Trademarks

<i>U.S. Trademarks</i>	<i>Registration Number</i>	<i>International Classification</i>
BLOSSOM VALLEY	1879209	16
FALLBROOK GREETINGS	2070299	16
TIMELESS TREASURES	2283463	16
THOUGHTFUL MOMENTS	2269284	16

Schedule B - Copyrights

<i>U.S. Copyright</i>	<i>Registration Number</i>	<i>Claim</i>
Image Craft greeting cards by Rosalind: ser. 95-A	VA-148-317	New text and new artwork: Image Craft, Inc., employer for hire of Rosalind Amarin