

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
Plaid Enterprises, Inc.		09/28/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Michaels Stores Procurement Company, Inc.		
Street Address:	2302 113th Street		
City:	Grand Prairie		
State/Country:	TEXAS		
Postal Code:	75050		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76657115	CRAFT SMART	
CORRESPONDENCE DATA			
Fax Number:	(214)661-6609		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	214-953-5902		
Email:	cbutzer@jw.com		
Correspondent Name:	Carl C. Butzer		
Address Line 1:	901 Main Street, Suite 6000		
Address Line 4:	Dallas, TEXAS 75202		
ATTORNEY DOCKET NUMBER:	46860.356		
NAME OF SUBMITTER:	Carl C. Butzer		
Signature:	/Carl C. Butzer/		
Date:	10/30/2006		

CH \$40.00 76657115

Total Attachments: 5

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ASSIGNMENT

This ASSIGNMENT is made this 28th day of September, 2006, between Plaid Enterprises, Inc., a Delaware corporation located and doing business at 3225 Westech Drive, Norcross, Georgia 30092 ("Assignor") and Michaels Stores Procurement Company, Inc. a Delaware corporation, located and doing business at 2302 113th Street Grand Prairie, Texas 75050 ("Assignee").

WITNESSETH:

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark listed on Schedule A hereto (the "Word Mark"), for acrylic paint for artists and hobbyists, and the U.S. application for federal registration therefor (the "Application"); and

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks listed on Schedule B hereto (the "Design Marks"), for acrylic paint for artists and hobbyists; and

WHEREAS, Assignee desires to acquire from Assignor the entirety of Assignor's right, title and interest in and to the Word Mark and the Design Marks (collectively, the "Marks"), the Application, and the copyrights in the Design Marks;

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, (1) Assignor hereby sells, transfers, assigns and conveys to Assignee all of its right, title and interest in and to the Marks and Application, including all of its common law rights, together with the goodwill of the business appertaining to and/or symbolized by the Marks; and (2) Assignor hereby sells, transfers, assigns and conveys to Assignee all of its right, title and interest in and to the entirety of any and all common law and statutory copyrights in the Design Marks, including any and all copyright registrations and copyright applications covering and/or relating to the Design Marks.

PLAID ENTERPRISES, INC.

By: Michael J. McCoy
Name: Michael J. McCoy
Title: President

Dated September 28, 2006.

SCHEDULE A

MARK

CRAFT SMART

APP. SERIAL NO.

76/657,115

SCHEDULE B

DESIGN MARKS

[See Attached]



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Norcross, GA 30091-7600
www.plaidonline.com
800/842-4197 • 306
23616 LABEL

CONSIGNS TO
ASTM D-4238
CONFORME A LA
SECONORMA
ASTM D-4238

23616
Red
Rouge / Rojo

Craft

SMART

Acrylic Craft Paint
Peinture acrylique pour
loisirs-créations
Pintura Acrilica para
manualidades

2 fl. oz. (59 ml)

Waterbase. Non-toxic.
Shake well. Dry between
coats. Colors may be mixed.
Clean while wet with soap
and water. Made exclusively
for Michael's Stores.
Made in USA.

A base d'eau. Non-toxique.
Bien mélanger. Laisser
sécher entre chaque
couche. Les couleurs
peuvent être mélangées.
Nettoyer la peinture encore
humide avec de l'eau et du
savon. Fabriqué en
exclusivité pour Michael's
Stores. Fabriqué aux
Etats-Unis.

A base de agua. No tóxica.
Agite bien. Deje secar entre
capa y capa. Los colores
pueden mezclarse. Limpie
con agua y jabón mientras
este húmeda. Hecho
exclusivamente para
Michael's Stores. Hecho
en E.E.U.U.



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23664-LABEL

COMPARONS TO
ASTM D-428
SEI CONFORME A
ASTM D-428

23664
Metallic Gold
Or métallique / Dorado metálico

Craft

SMART™

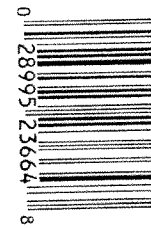
Acrylic Craft Paint
Peinture acrylique pour
loisirs-créations
Pintura Acrílica para
manualidades

WARNING: MAY BE HARMFUL IF SWALLOWED.
Read cautions on the back panel.
2 fl. oz. (59 ml.)

WARNING: MAY BE HARMFUL IF SWALLOWED. CONTAINS SOLUBLE COPPER PRECAUTIONS. KEEP OUT OF THE REACH OF CHILDREN. FIRST AID: IF SWALLOWED, GET PROMPT MEDICAL ATTENTION. FOR FURTHER HEALTH INFORMATION CONTACT A POISON CONTROL CENTER OR CALL 878-291-8108.

ADVERTISSEMENT: NOCIF EN CAS D'INGESTION. CONTIENS: COPRE SOLUBLE. PRECAUTIONS D'EMPLOI: CONSERVER HORS DE PORTÉE DES ENFANTS. PREMIERS SOUS: EN CAS D'INGESTION, CONSULTER RAPIDEMENT UN MEDECIN. POUR DE PLUS AMPLES INFORMATIONS D'ORDRE MEDICAL, CONSULTER UN CENTRE ANTIPOISON OU COMPOSER LE +1-878-291-8108.

ADVERTENCIA: PUEDE SER DAÑINO SI SE INGERE. CONTIENE: COPRE SOLUBLE. PRECAUCION: MANTENER FUERA DEL ALCANCE DE LOS NIÑOS. PRIMEROS AUXILIOS: EN CASO DE INGESTION, OBTENGA ASISTENCIA MEDICA INMEDIATAMENTE. PARA MAS INFORMACION SOBRE LA SALUD, COMUNIQUESE CON EL CENTRO DE CONTROL DE INTOXICACIONES O LLAME AL +1-878-291-8108.



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