

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME
EFFECTIVE DATE:	01/23/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Binney & Smith Properties, Inc.		01/23/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Crayola Properties, Inc.
Street Address:	2035 Edgewood Avenue
City:	Easton
State/Country:	PENNSYLVANIA
Postal Code:	18042
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2062034	CREATIVE FUN FOR EVERYONE!

CORRESPONDENCE DATA

Fax Number: (816)274-7171
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 8165453187
 Email: ischuv1@hallmark.com
 Correspondent Name: Albert P. Mauro, Jr., Esq.
 Address Line 1: Hallmark Cards, 2501 McGee Trafficway
 Address Line 2: Legal Division, Mail Drop #339
 Address Line 4: Kansas City, MISSOURI 64108

ATTORNEY DOCKET NUMBER:	14719-33-001-A
NAME OF SUBMITTER:	Albert P. Mauro, Jr.
Signature:	/Albert P. Mauro, Jr./

CH \$40.00 2062034

Date:

04/20/2007

Total Attachments: 2

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Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "BINNEY & SMITH PROPERTIES, INC.", CHANGING ITS NAME FROM "BINNEY & SMITH PROPERTIES, INC." TO "CRAYOLA PROPERTIES, INC.", FILED IN THIS OFFICE ON THE TWENTY-SIXTH DAY OF JANUARY, A.D. 2007, AT 6:11 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2364671 8100

070092982



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5389724

DATE: 01-29-07

TRADEMARK
REEL: 003526 FRAME: 0532

**CERTIFICATE OF AMENDMENT
OF THE
CERTIFICATE OF INCORPORATION
OF
BINNEY & SMITH PROPERTIES, INC.**

The undersigned corporation

DOES HEREBY CERTIFY:

FIRST: That this Certificate of Incorporation was filed on December 20, 1993,
under the name of Binney & Smith Properties, Inc.

SECOND: That Paragraph One of the Certificate of Incorporation is amended to read
as follows: The name of the corporation is CRAYOLA PROPERTIES, INC.

THIRD: That this amendment to the Corporation's Certificate of Incorporation has
been duly adopted by the stockholders of the Corporation in accordance with the provisions of
Section 242 and 228 of the General Corporation Law of the State of Delaware and in accordance
with the provisions of its Certificate of Incorporation.

IN WITNESS WHEREOF, the Corporation has caused this instrument to be signed in
its name by its Vice President and attested by its Assistant Secretary.

BINNEY & SMITH PROPERTIES, INC.

Dated: January 23, 2007

By: /s/Dwight C. Arn, /s/Vice President
Dwight C. Arn, Vice President

ATTEST:

/s/Kathleen H. Tomei/s/
Kathleen H. Tomei
Assistant Secretary