

**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>
Purple Tree, Inc.		07/25/2008	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Stampin' Up! Inc.		
<b>Street Address:</b>	12907 S 3600 W		
<b>City:</b>	Riverton		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84065		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3212429	IMAGINE. INSPIRE. CREATE.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(435)628-5225		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	bekins@joneswaldo.com		
<b>Correspondent Name:</b>	Brett Ekins		
<b>Address Line 1:</b>	301 N 200 E		
<b>Address Line 2:</b>	Suite 3A		
<b>Address Line 4:</b>	St. George, UTAH 84770		
<b>NAME OF SUBMITTER:</b>	Brett Ekins		
<b>Signature:</b>	/brett ekins/		
<b>Date:</b>	07/25/2008		
<b>Total Attachments: 1</b> source=Purple Tree Assignment#page1.tif			

OP \$40.00 3212429

ASSIGNMENT

This is an assignment by Purple Tree, Inc., a Delaware corporation, having a principal place of business at 9220 Palm River Road, Suite 101, Tampa, Florida 33619 ("Assignor"), to Stampin' Up!, Inc., a Utah corporation, having a principal place of business at 12907 S. 3600 W., Riverton, UT 84065 ("Assignee").

WHEREAS, Assignor is the owner of Reg. No. 3,212,429 with the United States Patent and Trademark Office for the mark "IMAGINE. INSPIRE. CREATE." in International Classes 14, 16, 20, 26, and 35 (the "Mark");

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all right, title and interest in and to the Mark, together with the goodwill symbolized by said Mark, and Assignor hereby agrees to take such other actions as are reasonably necessary to transfer and assign the Mark to Assignee, including, without limitation, registering the assignment with the United States Patent and Trademark Office.

IN WITNESS WHEREOF, this Assignment is executed by the undersigned this 25<sup>th</sup> day of July, 2008.

PURPLE TREE, INC.

By: Robert H. Barghaus

Name: Robert H. Barghaus

Title: CFO and Vice President