

**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>
Worldwood Industries, Inc.		04/30/2005	CORPORATION: OKLAHOMA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hobby Lobby Stores, Inc.		
<b>Street Address:</b>	7707 Southwest 44th Street		
<b>City:</b>	Oklahoma City		
<b>State/Country:</b>	OKLAHOMA		
<b>Postal Code:</b>	73179		
<b>Entity Type:</b>	CORPORATION: OKLAHOMA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2958268	DARSEE & DAVID'S DD ESSENTIALS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(405)745-1721		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	4057451752		
<b>Email:</b>	john.graham@hobbylobby.com		
<b>Correspondent Name:</b>	John Graham, Esq.		
<b>Address Line 1:</b>	7701 Southwest 44th Street		
<b>Address Line 4:</b>	Oklahoma City, OKLAHOMA 73179		
<b>ATTORNEY DOCKET NUMBER:</b>	DARSEE & DAVIDS DD ESSENT		
<b>NAME OF SUBMITTER:</b>	John Graham		
<b>Signature:</b>	/John Graham/		
<b>Date:</b>	08/22/2008		

OP \$40.00 2958268

Total Attachments: 2

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## ASSIGNMENT OF TRADEMARK

TRADEMARK: **DARSEE & DAVID'S DD ESSENTIALS**

April 30, 2005

U.S. REGISTRATION NO.: **2,958,268**

### Recitals

1. Worldwood Industries, Inc. ("Worldwood"), is an Oklahoma corporation having a principal place of business at 7509 Southwest 44<sup>th</sup> Street, Oklahoma City, Oklahoma 73179.
2. Hobby Lobby Stores, Inc. ("Hobby Lobby"), is an Oklahoma Corporation having a principal place of business at 7707 Southwest 44<sup>th</sup> Street, Oklahoma City, Oklahoma 73179.
3. Worldwood is the owner of the trademark DARSEE & DAVID'S DD ESSENTIALS ("Mark").
4. Worldwood first used the Mark in commerce on September 1, 2003.
5. Worldwood successfully registered the Mark with the United States Patent and Trademark Office ("USPTO") on May 31, 2005.
6. The USPTO assigned the Mark U.S. Reg. No. 2,958,268 ("Registration").
7. Hobby Lobby desires to acquire the Mark and continue its use in commerce with the goods set forth in the Registration.
8. Worldwood desires to assign to Hobby Lobby any and all of Worldwood's rights, title and interest in the Mark, including without limitation the aforementioned Registration and any subsequent renewals of the Mark and the good will symbolized by and associated with the Mark.

### Assignment

In consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Worldwood hereby sells,

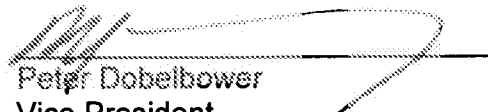
assigns, transfers and conveys to Hobby Lobby any and all rights, title and interest in and to the use of the Mark together with the good will symbolized by the Mark, including, but not limited to, any and all right and title held by Worldwood in U.S. Reg. No. 2,958,268 and all subsequent renewals, all common law rights in the mark, and the all rights to recover damages for any past or future infringement of the Mark.

Worldwood acknowledges the execution of two original counterparts of this Assignment, each of which shall be deemed to be one and the same instrument.

Worldwood further acknowledges and warrants that one executed counterpart shall be properly recorded with the United States Patent and Trademark Office, pursuant to 15 U.S.C. § 1060, *et seq*, and 37 C.F.R. § 3.1, *et seq*.

With actual authority, effective this 30th day of April, 2005,

By:

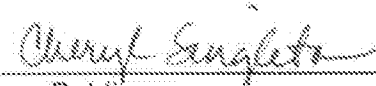


Peter Dobelbower  
Vice President  
Worldwood Industries, Inc.

Acknowledgment

State of Oklahoma        )  
  )  
Oklahoma County        )

This instrument was acknowledged before me by Peter Dobelbower as authorized representative of Assignor, Worldwood Industries, Inc.



\_\_\_\_\_  
Notary Public

My Commission Expires: \_\_\_\_\_ (seal)

