

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Binney & Smith Inc.		12/29/2006	CORPORATION:
RECEIVING PARTY DATA			
Name:	Binney & Smith LLC		
Street Address:	1100 Church Lane		
City:	Easton		
State/Country:	PENNSYLVANIA		
Postal Code:	18042		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1157291	BINNEY & SMITH	
Registration Number:	1163721	BINNEY & SMITH	
Registration Number:	1157296	BINNEY & SMITH	
Registration Number:	1159144	BINNEY & SMITH	
Registration Number:	1169785	BINNEY & SMITH	
CORRESPONDENCE DATA			
Fax Number:	(816)274-7171		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8165453187		
Email:	lschuv1@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:	23362-01-001-A		

CH \$140.00 1157291

NAME OF SUBMITTER:	Albert P. Mauro, Jr.
Signature:	/Albert P. Mauro, Jr./
Date:	10/01/2008
Total Attachments: 1 source=certconversion#page2.tif	

**STATE of DELAWARE
CERTIFICATE of CONVERSION
FROM A CORPORATION TO
A LIMITED LIABILITY COMPANY
PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY ACT**

The undersigned hereby certifies:

1. The jurisdiction where the Corporation first formed is Delaware.
2. The jurisdiction immediately prior to filing this Certificate is Delaware.
3. The Certificate of Incorporation of the Company was originally filed on November 18, 1953 under the name Binsmith, Inc. ("Certificate"). The name was changed to Binney & Smith Inc. on December 31, 1953. The Certificate was last amended in connection with the Certificate of Agreement of Merger filed August 9, 1984 and later restated on May 5, 2005.
4. The name of the Corporation immediately prior to filing this Certificate is:
Binney & Smith Inc.
5. The name of the Limited Liability Company as set forth in the Certificate of Formation is Binney & Smith LLC
6. The effective date of this conversion from a Corporation to a Limited Liability Company is **December 29, 2006**.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 20th day of December, 2006.

Binney & Smith Inc.

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

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