

**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>
Stampin' Up! Inc.		01/14/2009	CORPORATION: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Crayola Properties, Inc.		
<b>Street Address:</b>	2035 Edgewood Avenue		
<b>City:</b>	Easton		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	18042		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78705585	WATERCOLOR WONDER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(816)274-7171		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	8165453187		
<b>Email:</b>	lschuv1@hallmark.com		
<b>Correspondent Name:</b>	Albert P. Mauro, Jr., Esq.		
<b>Address Line 1:</b>	Hallmark Cards, 2501 McGee Trafficway		
<b>Address Line 2:</b>	Legal Division, Mail Drop #339		
<b>Address Line 4:</b>	Kansas City, MISSOURI 64108		
<b>NAME OF SUBMITTER:</b>	Albert P. Mauro, Jr.		
<b>Signature:</b>	/Albert P. Mauro, Jr./		
<b>Date:</b>	02/06/2009		

CH \$40.00 78705585

Total Attachments: 2

**900126501**

**TRADEMARK  
 REEL: 003931 FRAME: 0640**

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ASSIGNMENT

Whereas, Stampin' Up! Inc., a Utah Corporation with its principal place of business at 12907 South 3600 West Riverton, Utah ("Assignor") has adopted and used and is using the mark WATERCOLOR WONDER in the United States and elsewhere, and is the owner of the United States Trademark Application number 78/705585, for WATERCOLOR WONDER in International Class 16 for use in connection with water soluble crayons (the "Mark"); and

Whereas, Crayola Properties, Inc., 2035 Edgewood Avenue, Easton Pennsylvania 18042 ("Assignee"), is desirous of acquiring the Mark.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, effective January 1, 2009, Assignor does hereby assign unto Assignee all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above identified application thereof.

STAMPIN' UP, INC.

By: \_\_\_\_\_

  
Dale L. Fillmore  
President and Chief Operating Officer

STATE OF UTAH

COUNTY OF Salt Lake

On this 14<sup>th</sup> day of Jan, 2009, before me appeared Dale L. Siddmore, the person who signed this instrument, who acknowledged that he/she signed it as a free act on behalf of the identified corporation.

Lynette Y Abernethy  
Notary Public

My Commission Expires: 12/19/2011



CRAYOLA PROPERTIES, INC.

By: [Signature], Vice Pres.

STATE OF MISSOURI

ss.

COUNTY OF JACKSON

On this 29<sup>th</sup> day of January, 2009, before me appeared Dwight Arn, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation.

Jayleen Baker  
Notary Public

My Commission Expires: 5/30/2012

