

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	12/29/2008

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Celebrate Express, Inc.		12/29/2008	CORPORATION: WASHINGTON

**RECEIVING PARTY DATA**

Name:	BUYSEASONS, Inc.
Street Address:	5915 S. Moorland Rd.
City:	New Berlin
State/Country:	WISCONSIN
Postal Code:	53151
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 16**

Property Type	Number	Word Mark
Registration Number:	2219758	1-800-BIRTHDAY
Registration Number:	3192036	1-800-STORYBOOK
Registration Number:	1879720	BIRTHDAY EXPRESS
Registration Number:	1834617	BIRTHDAY EXPRESS
Registration Number:	2653089	BIRTHDAY EXPRESS .COM
Registration Number:	2629709	BIRTHDAY EXPRESS.COM
Registration Number:	2426420	BIRTHDAYEXPRESS.COM
Registration Number:	2426402	BIRTHDAYEXPRESS.COM
Registration Number:	3330631	CELEBRATE EXPRESS
Registration Number:	3126473	COSTUME EXPRESS
Registration Number:	3349346	COSTUME EXPRESS
Registration Number:	3126472	DRESSING KIDS' IMAGINATIONS
Registration Number:	2702011	STORYBOOK HEIRLOOMS

OP \$415.00 2219758

Registration Number:	1950207	STORYBOOK HEIRLOOMS
Registration Number:	1742020	STORYBOOK HEIRLOOMS
Registration Number:	3098500	STORYBOOK.COM

**CORRESPONDENCE DATA**

Fax Number: (262)901-3333  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 262-901-2000  
Email: dirkv@buyseasons.com  
Correspondent Name: Dirk Vanover  
Address Line 1: 5915 S. Moorland Rd.  
Address Line 4: New Berlin, WISCONSIN 53151

NAME OF SUBMITTER:	Dirk Vanover
Signature:	/Dirk Vanover/
Date:	04/03/2009

Total Attachments: 3  
source=BUYSEASONS INC -DE-CERTIFICATE OF MERGER#page1.tif  
source=BUYSEASONS INC -DE-CERTIFICATE OF MERGER#page2.tif  
source=BUYSEASONS INC -DE-CERTIFICATE OF MERGER#page3.tif

# Delaware

PAGE 1.

## 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 MERGER, WHICH MERGES:

"CELEBRATE EXPRESS, INC.", A WASHINGTON CORPORATION, WITH AND INTO "BUYSEASONS, INC." UNDER THE NAME OF "BUYSEASONS, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE TWENTY-NINTH DAY OF DECEMBER, A.D. 2008, AT 7:05 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE TWENTY-NINTH DAY OF DECEMBER, A.D. 2008, AT 11:59 O'CLOCK P.M.

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

3202134 8100M

081235810

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7059860

DATE: 01-05-09

TRADEMARK  
REEL: 003965 FRAME: 0811

**STATE OF DELAWARE  
CERTIFICATE OF MERGER OF  
FOREIGN CORPORATION INTO  
A DOMESTIC CORPORATION**

Pursuant to Title 8, Section 252 of the Delaware General Corporation Law, the undersigned corporation executed the following Certificate of Merger:

**FIRST:** The name of the surviving corporation is BuySeasons, Inc., a Delaware corporation, and the name of the corporation being merged into this surviving corporation is Celebrate Express, Inc., a Washington corporation.

**SECOND:** The Agreement and Plan of Merger has been approved, adopted, certified, executed and acknowledged by each of the constituent corporations pursuant to Title 8, Section 252 of the General Corporation Law of the State of Delaware.

**THIRD:** The name of the surviving corporation is BuySeasons, Inc., a Delaware corporation.

**FOURTH:** The Certificate of Incorporation of the surviving corporation shall be its Certificate of Incorporation.

**FIFTH:** The authorized stock and par value of the non-Delaware corporation is one thousand (1,000) shares of Common Stock, par value \$0.01.

**SIXTH:** The merger is to become effective on December 29, 2008, at 11:59 p.m. Eastern Time.

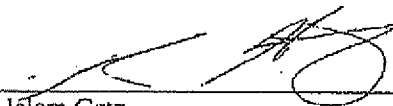
**SEVENTH:** The Agreement and Plan of Merger is on file at 5915 South Moorland, New Berlin, WI 53151, an office of the surviving corporation.

**EIGHTH:** A copy of the Agreement and Plan of Merger will be furnished by the surviving corporation on request, without cost, to any stockholder of the constituent corporations.

**IN WITNESS WHEREOF,** said surviving corporation has caused this certificate to be signed by an authorized officer, the 23<sup>rd</sup> day of December, A.D., 2008.

[Signature page follows.]

**BuySeasons, Inc.**

By:   
Jaleem Getz  
President

[Signature Page to Certificate of Merger -  
CBX/BuySeasons]  
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