

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Worldwood Industries, Inc.		08/01/2007	CORPORATION: OKLAHOMA
RECEIVING PARTY DATA			
Name:	Hobby Lobby Stores, Inc.		
Street Address:	7707 Southwest 44th Street		
City:	Oklahoma City		
State/Country:	OKLAHOMA		
Postal Code:	73179		
Entity Type:	CORPORATION: OKLAHOMA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2401263	DD	
CORRESPONDENCE DATA			
Fax Number:	(405)745-1721		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	john.graham@hobbylobby.com		
Correspondent Name:	John Graham, Esq.		
Address Line 1:	7701 Southwest 44th Street		
Address Line 4:	Oklahoma City, OKLAHOMA 73179		
ATTORNEY DOCKET NUMBER:	DD HOBBY LOBBY		
NAME OF SUBMITTER:	John Graham		
Signature:	/John Graham/		
Date:	08/14/2009		
Total Attachments: 2			

OP \$40.00 2401263

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**TRADEMARK
 REEL: 004044 FRAME: 0637**

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ASSIGNMENT OF TRADEMARK

TRADEMARK: **DD**
U.S. REGISTRATION NO.: **2,401,263**

August 1, 2007

Recitals

1. Worldwood Industries, Inc. ("Worldwood"), is an Oklahoma corporation, having a principal place of business at 7509 Southwest 44th Street, Oklahoma City, OK 73179.
2. Hobby Lobby Stores, Inc. ("Hobby Lobby"), is an Oklahoma Corporation having a principal place of business at 7707 Southwest 44th Street, Oklahoma City, OK 73179.
3. Worldwood is the owner of the trademark DD ("Mark").
4. Worldwood first used the Mark in commerce on September 30, 1996.
5. Worldwood successfully registered the Mark with the United States Patent and Trademark Office ("USPTO") on November 7, 2000.
6. The USPTO assigned the Mark U.S. Reg. No.: 2,401,263 ("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

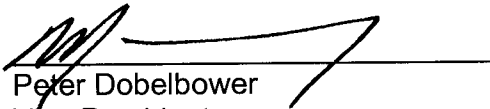
In consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Worldwood hereby sells, assigns, transfers and conveys to Hobby Lobby any and all rights, title and interest in and to the use of the Mark together with the 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.: 2,401,263 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*.

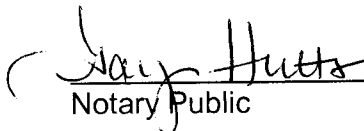
With actual authority, effective this 1st day of August, 2007,

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: June 11, 2013

(seal)  **GAY HUTTS**
Notary Public
State of Oklahoma
Commission # 01009747 Expires 06/11/13