

**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>
Image Arts, Inc.		09/17/2009	CORPORATION: MASSACHUSETTS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hallmark Licensing, Inc.		
<b>Street Address:</b>	2440 Pershing Road		
<b>Internal Address:</b>	MD 339		
<b>City:</b>	Kansas City		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64108		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2700622	ACADEMY GREETINGS	
Registration Number:	2433117	IMAGE ARTS	
Registration Number:	3269681	ACADEMY GREETINGS	
Registration Number:	3605880	WINTER BAY STUDIOS	
<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>	816-274-5583		
<b>Email:</b>	sgrabi2@hallmark.com		
<b>Correspondent Name:</b>	David N. Johnson		
<b>Address Line 1:</b>	2501 McGee Trafficway		
<b>Address Line 2:</b>	MD 339		
<b>Address Line 4:</b>	Kansas City, MISSOURI 64108		
<b>NAME OF SUBMITTER:</b>	David N. Johnson		

**CH \$115.00 2700622**

**900144282**

**TRADEMARK**  
**REEL: 004070 FRAME: 0949**

Signature:	/david n. johnson/
Date:	09/30/2009
Total Attachments: 2 source=ImageArts assignment#page1.tif source=ImageArts assignment#page2.tif	

## ASSIGNMENT

Whereas, Image Arts, Inc., a Massachusetts Corporation with its principal place of business at 83 Enterprise Drive, Marshfield, Massachusetts 02050 ("Assignor") has adopted and used and is using the following marks in the United States and elsewhere, and is the owner of the following marks:

ACADEMY GREETINGS, Registration No. 3269681, Class 16;

ACADEMY GREETINGS & Design, Registration No. 2700622, Class 16;

IMAGE ARTS, Registration No. 2433117, Class 16;

WINTER BAY STUDIOS, Registration No. 3605880, Class 16; and

Whereas, Hallmark Licensing, Inc., a Delaware Corporation with its principal place of business at 2440 Pershing Road, Kansas City, Missouri 64108 ("Assignee"), is desirous of acquiring the Marks.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, effective September 30, 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.

IMAGE ARTS, INC.

By: *Dwight C. Arn*  
Dwight C. Arn, Vice President

STATE OF MISSOURI

ss.

COUNTY OF JACKSON

On this 16<sup>th</sup> day of September, 2009, before me appeared Dwight C. 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*

**JAYLEEN BAKER** Notary Public  
**NOTARY PUBLIC - NOTARY SEAL**  
**STATE OF MISSOURI**  
**CLAY COUNTY**  
MY COMMISSION EXPIRES: MAY 30, 2012  
COMMISSION # 08514835

My Commission Expires:

HALLMARK LICENSING, INC.

By: *Deanne R. Stedem*  
Deanne R. Stedem, Vice President

STATE OF MISSOURI

ss.

COUNTY OF JACKSON

On this 17<sup>th</sup> day of September, 2009, before me appeared Deanne R. Stedem, the person who signed this instrument, who acknowledged that she signed it as a free act on behalf of the identified corporation.

*Becky J. Long*  
Notary Public

**BECKY J. LONG** Notary Public - Notary Seal  
**STATE OF MISSOURI**  
**Bates County**  
My Commission Expires: April 12, 2013  
Commission # 08684823

My Commission Expires: