

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
American Greetings Corporation		07/16/2009	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Trends International, LLC		
Street Address:	5188 West 74th Street		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46268		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2324989	DATEWORKS	
CORRESPONDENCE DATA			
Fax Number:	(317)231-7433		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	317-236-1313		
Email:	dwong@btlaw.com		
Correspondent Name:	David A.W. Wong		
Address Line 1:	11 South Meridian Street		
Address Line 2:	Barnes & Thornburg LLP		
Address Line 4:	Indianapolis, INDIANA 46204-3535		
ATTORNEY DOCKET NUMBER:	35848-209804		
NAME OF SUBMITTER:	David A.W. Wong		
Signature:	/dwong/		
Date:	01/20/2010		

CH \$40.00 2324989

Total Attachments: 3

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TRADEMARKS ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **AMERICAN GREETINGS CORPORATION**, an Ohio corporation with an address of One American Road, Cleveland Ohio 44144 ("Assignor"), hereby sells, transfers and assigns to **TRENDS INTERNATIONAL, LLC**, a limited liability company organized under the laws of the State of Delaware with an address at 5188 West 74th Street, Indianapolis, Indiana 46268 ("Assignee"), its successors, assigns or other legal representatives, all right, title and interest in and to the following only as specified on Schedule A hereto: (i) registered trademarks and registered service marks that are owned by Assignor (the "Marks"); (ii) registrations, and applications for registration, of the Marks; (iii) all rights of action arising from the Marks, including all claims for damages by reason of past, present and future infringement of the Marks and the right to sue and collect damages for such infringement; and (iv) the goodwill of the business symbolized by the Marks; all to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.

[Signature Page to Follow]

In Witness Whereof, Assignor has executed this Trademarks Assignment as of this 16th
day of July, 2009.

ASSIGNOR:

AMERICAN GREETINGS CORPORATION

By: Catherine M. Kilbane

Printed Name: Catherine M. Kilbane

Title: Senior Vice President, General Counsel and Secretary

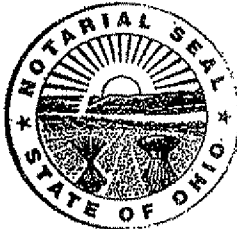
State of Ohio)
County of Cuyahoga)

ss:

Subscribed to and sworn before me on this 16th day of July, 2009.

Stephen L. Scharf
Notary Public

My commission expires: N/A



Stephen L. Scharf
Attorney At Law
NOTARY PUBLIC
STATE OF OHIO
My Commission
Has No Exp. Date
Section 147.03 O.R.C.

Schedule A

1. See registered Marks chart:

Country	Mark	Applic #	Reg #	Classes	Goods/Services
Canada	DATEWORKS	886667-00	TMA519675	16	Calendars and personal organizers
Mexico	DATEWORKS	346200	591705	16	Calendars and personal organizers
United States	DATEWORKS	75-533996	2,324,989	16	Calendars and personal organizers