

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
Crafts, Etc! Ltd.		01/01/2010	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: 12			
Property Type	Number	Word Mark	
Registration Number:	3398013	CE CRAFTS ETC!	
Registration Number:	2629027	CRAFTABILITIES	
Registration Number:	1273532	CRAFTS, ETC!	
Registration Number:	1244866	CRAFTS, ETC!	
Registration Number:	2949023	THE FINE TOUCH	
Registration Number:	2995053	THE FINE TOUCH	
Registration Number:	3225594	MASTER'S TOUCH FINE ART STUDIO	
Registration Number:	2778461	MASTER'S TOUCH FINE ART STUDIO	
Registration Number:	2840653	STAMPABILITIES	
Registration Number:	2430366	STAMPABILITIES	
Registration Number:	2650214	TECHTOOLS	
Registration Number:	3401216	WHERE CRAFTING BEGINS	
CORRESPONDENCE DATA			

OP \$315.00 3398013

Fax Number: (405)745-1721
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 4057451752
Email: john.graham@hobbylobby.com
Correspondent Name: John Graham
Address Line 1: 7701 Southwest 44th Street
Address Line 4: Oklahoma City, OKLAHOMA 73179

ATTORNEY DOCKET NUMBER:	ASSIGNMENT OF CRAFTS' TMS
NAME OF SUBMITTER:	John Graham
Signature:	/John Graham/
Date:	03/18/2010

Total Attachments: 3
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source=Assignment of Trademark 20100101 (all Crafts marks)#page3.tif

ASSIGNMENT OF TRADEMARKS

January 1, 2010

Recitals

1. Crafts, Etc!, Ltd. ("Crafts"), is an Oklahoma corporation, having a principal place of business at 7717 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. Crafts owns the trademarks set forth in Exhibit A to this assignment, and the corresponding U.S. Registrations (collectively, the "Marks").
4. Crafts used the Marks in commerce up to the date of this assignment.
5. Hobby Lobby desires to acquire the Marks and continue their use in commerce with the goods set forth in the respective U.S. Registrations.
6. Crafts desires to assign to Hobby Lobby any and all of Crafts rights, title and interest in the Marks, including without limitation, the respective United States Registrations, and any subsequent renewals of the Marks, and the good will symbolized by and associated with the Marks.

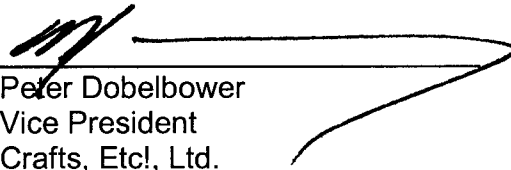
Assignment

In consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Crafts hereby sells, assigns, transfers and conveys to Hobby Lobby any and all rights, title and interest in and to the use of the Marks together with the good will symbolized by the Marks, including, but not limited to, any and all right and title held by Crafts in the respective U.S. Registrations and all subsequent renewals, all common law rights in the marks, and the all rights to recover damages for any past or future infringement of the Marks.

Crafts acknowledges the execution of two original counterparts of this Assignment, each of which shall be deemed to be one and the same instrument.

Crafts 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*.

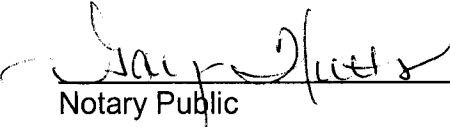
With actual authority, effective on the 1st day of January, 2010,

By: 
Peter Dobelbower
Vice President
Crafts, Etc!, Ltd.

Acknowledgment

State of Oklahoma)
)
Oklahoma County)

This instrument was acknowledged before me by Stan Lett as authorized representative of Assignor, Crafts, Etc!, Ltd.



Notary Public
My Commission Expires: 6/11/2013

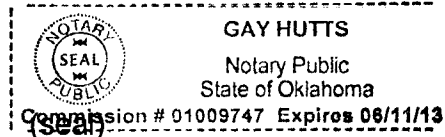


Exhibit A

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
CE CRAFTS ETC!	3,398,013	03/18/08
CRAFTABILITIES	2,629,027	10/01/02
CRAFTS, ETC!	1,273,532	04/10/84
CRAFTS, ETC!	1,244,866	07/05/83
FINE TOUCH, THE	2,949,023	05/10/05
FINE TOUCH, THE	2,995,053	09/13/05
MASTER'S TOUCH FINE ART STUDIO	3,225,594	04/03/07
MASTER'S TOUCH FINE ART STUDIO	2,778,461	10/28/03
STAMPABILITIES	2,840,653	05/11/04
STAMPABILITIES	2,430,366	02/20/01
TECHTOOLS	2,650,214	11/12/02
WHERE CRAFTING BEGINS	3,401,216	03/25/08