

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Gift Certificate Center, Inc.		10/04/2010	CORPORATION: KANSAS

**RECEIVING PARTY DATA**

Name:	Hallmark Business Connections, Inc.
Street Address:	121 South Eighth Street
Internal Address:	Suite 700
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55402
Entity Type:	CORPORATION: KANSAS

**PROPERTY NUMBERS Total: 21**

Property Type	Number	Word Mark
Registration Number:	3451177	GIFT POST CARD
Registration Number:	3438133	GIFTPOST
Registration Number:	3385517	PCA
Registration Number:	3178573	MEANINGFUL MEMORABLE MEASURABLE
Registration Number:	3313582	THE INVENTIVE INCENTIVE PEOPLE
Registration Number:	3097523	CHOICEAWARD
Registration Number:	3059449	REWARD CHOICE
Serial Number:	77950616	MEMORABLE EXPRESSIONS
Registration Number:	3726471	E-CHEERS!
Serial Number:	77427591	GIFT WISH
Registration Number:	3825609	GIFT WISH
Registration Number:	3551090	VALUED EXPRESSIONS
Registration Number:	3606791	VALUED EXPRESSIONS

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Registration Number:	3287520	HIGHFIVE AWARD
Registration Number:	2788637	GCC
Registration Number:	2632993	GIFT CERTIFICATE EXPRESS
Registration Number:	2602460	PREMIERE CHOICE AWARD
Registration Number:	2598632	THE WORLD'S SMALLEST SHOPPING CENTER
Registration Number:	2399057	GIFT CERTIFICATE CENTER
Registration Number:	2369268	PC
Registration Number:	1868540	PREMIERE CHOICE

**CORRESPONDENCE DATA**

Fax Number: (816)274-7171  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 8165453187  
Email: lschuv1@hallmark.com  
Correspondent Name: Albert P. Mauro, Jr., Esq.  
Address Line 1: Hallmark Cards, 2501 McGee  
Address Line 2: Legal Division, Mail Drop #339  
Address Line 4: Kansas City, MISSOURI 64108

NAME OF SUBMITTER:	Albert P. Mauro, Jr.
Signature:	/Albert P. Mauro, Jr./
Date:	11/09/2010

Total Attachments: 2  
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CHRIS BIGGS  
Secretary of State



Memorial Hall, 1st Floor  
120 S.W. 10th Avenue  
Topeka, KS 66612-1594  
(785) 296-4564

STATE OF KANSAS

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10/04/2010

RE: Hallmark Business Connections, Inc.

Business Entity I.D. Number: 3233673

A Name Change amendment was filed electronically for the above referenced business entity in the Business Services Division of the Kansas Secretary of State's office on 10/04/2010.

Sincerely,

Business Services Division  
Office of the Kansas Secretary of State

# Office of the Kansas Secretary of State

## Name Change Amendment

Electronic File Stamp Information:

Filed

- Date: 10/04/2010
- Time: 12:12

1. Old Business Entity Name: GIFT CERTIFICATE CENTER, INC.
2. Business Entity I.D. Number: 3233673

The name of the business entity has been amended:

New Business Entity Name: Hallmark Business Connections, Inc.

The amendment was duly adopted in accordance with the provisions of K.S.A. 17-6602

"I declare under penalty of perjury pursuant to the laws of the state of Kansas that the foregoing is true and correct."

Executed on the 04 of October , 2010 .

Kathleen H. Tomei  
Authorized Officer



I, Chris Biggs, Secretary of State of Kansas, do hereby certify that this is the true and correct copy of the original document filed electronically on 04 of October , 2010.

Chris Biggs

To validate the authenticity of this electronically certified document please visit, <https://www.accesskansas.org/ssrv-sos-namechange/validation.do>. Enter the following authentication code: 3763