

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
Creative Marketing Associates, Inc.		01/08/2011	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	1-800-GiftCard.Com, Inc.		
Street Address:	5508 W. Hwy 290		
Internal Address:	Suite 206		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78735		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2032430	1-800-GIFT CARD	
Registration Number:	3165746	GIFT GIVING IS EASY	
Registration Number:	2154143	THE GIFT THEY USE THE WAY THEY CHOOSE	
CORRESPONDENCE DATA			
Fax Number:	(816)753-1536		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	816.753.1000		
Email:	uspt@polsinelli.com		
Correspondent Name:	Marcia J. Rodgers		
Address Line 1:	700 West 47th Street		
Address Line 2:	Suite 1000		
Address Line 4:	Kansas City, MISSOURI 64112		
ATTORNEY DOCKET NUMBER:	SMA019/		
NAME OF SUBMITTER:	Marcia J. Rodgers		

CH \$90.00 2032430

900181117

TRADEMARK
 REEL: 004451 FRAME: 0560

Signature:	/Marcia J. Rodgers/
Date:	01/12/2011
Total Attachments: 2 source=ASSIGNMENT#page1.tif source=ASSIGNMENT#page2.tif	

ASSIGNMENT OF SERVICE MARKS

WHEREAS Creative Marketing Associates, Inc., a Missouri Corporation having offices at 3100 Broadway, Suite 227, Kansas City, Missouri 64111, has adopted and used in commerce the following service marks and has obtained the following registrations in the United States Patent and Trademark Office:

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>REG. DATE</u>
1-800-GIFT CARD	2,032,430	January 21, 1997
GIFT GIVING IS EASY	3,165,746	October 31, 2006
THE GIFT THEY USE THE WAY THEY CHOOSE	2,154,143	April 28, 1998

AND WHEREAS 1-800-GiftCard.Com, Inc., a Texas Corporation having offices at 5508 W. Hwy 290, Suite 206, Austin, Texas 78735, wishes to acquire the above-referenced service marks, including all right, title and interest in and to the marks, registrations, goodwill of the business symbolized by the marks and right to enforce any claims thereon;

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, Creative Marketing Associates, Inc. hereby assigns to 1-800-GiftCard.Com, Inc. all right, title and interest in and to the above-noted service marks and registrations therefore, together with the goodwill of the business symbolized by the service marks and the registrations therefor, including all common law rights and all claims for damages by reason of past infringements of said marks, with the right to sue and collect therefore.

