

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
Provo Craft and Novelty, Inc.		09/06/2011	CORPORATION: UTAH
RECEIVING PARTY DATA			
Name:	PCR Corporation		
Street Address:	151 E. 3450 North		
City:	Spanish Fork		
State/Country:	UTAH		
Postal Code:	84660		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3017963	ROBERTS	
CORRESPONDENCE DATA			
Fax Number:	(248)566-8531		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	248-566-8530		
Email:	tmdocketing@honigman.com		
Correspondent Name:	Honigman Miller Schwartz and Cohn LLP		
Address Line 1:	39400 Woodward Avenue, Suite 101		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
ATTORNEY DOCKET NUMBER:	216683-113616		
NAME OF SUBMITTER:	Julie E. Kretzschmer		
Signature:	/Julie E. Kretzschmer/		
Date:	09/06/2011		
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U.S. TRADEMARK ASSIGNMENT

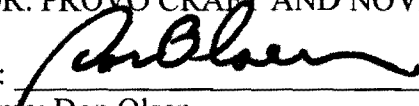
Effective this 6th day of September, 2011, Provo Craft and Novelty, Inc., a corporation company organized under the laws of Utah , with an address at 10876 South River Front Parkway, Suite 600, South Jordan, UT 84095 ("Assignor"), assigns to PCR Corporation, a corporation organized under the laws of Delaware with an address at 151 E. 3450 North, Spanish Fork, UT 84660 ("Assignee") all of its right, title, and interest in and to the trademark(s) in Schedule A (collectively, the "Trademark Rights"); and any and all rights and privileges provided under the trademark and other laws of the U.S. and the individual states thereof; any and all GOODWILL of the business in which the mark may have been used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof.

Assignor DOES HEREBY assign, grant, convey, sell and transfer to Assignee, its entire right, title, and interest in and to the Trademark Rights.

Assignor shall, without further consideration, execute any additional documents as may be reasonably requested by Assignee to prove and record this Assignment. This Assignment and all terms hereof shall be binding upon and inure to the benefit of the parties and their respective representatives, successors and assigns.

EXECUTED as of this 6th day of September, 2011

ASSIGNOR: PROVO CRAFT AND NOVELTY, INC.

By: 
Name: Don Olsen
Title: Vice President & General Counsel

Schedule A

Mark	Registration Number	Registration Date	Class – Goods/Services
ROBERTS	3017963	November 22, 2005	Retail stores in the field of arts, crafts, and art and craft supplies