

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Kwik-Sew Pattern Co., Inc.		12/01/2011	CORPORATION: MINNESOTA

**RECEIVING PARTY DATA**

<b>Name:</b>	The McCall Pattern Company
<b>Street Address:</b>	120 Broadway
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10271
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Registration Number:	3610777	NO SEWING REQUIRED!
Registration Number:	2953802	NO SEWING REQUIRED!
Registration Number:	2888741	KWIK TRACE
Registration Number:	2886147	KWIK START
Registration Number:	2786157	DESIGNED BY: KERSTIN MARTENSSON
Registration Number:	1758315	KWIK SEW
Registration Number:	1753905	
Registration Number:	1381337	KWIK SERGE
Registration Number:	0967035	KWIK SEW
Registration Number:	3878385	MADE TO MATCH
Serial Number:	76707638	ELLIE MAE DESIGNS
Registration Number:	3131761	DANCING NEEDLE
Registration Number:	3915355	MAKE SEWING A SUCCESS

**CORRESPONDENCE DATA**

900212419

**TRADEMARK**  
 REEL: 004699 FRAME: 0990

OP \$340.00 3610777

Fax Number: (212)575-0671

Phone: (212) 790-9200

Email: trademark@cll.com

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Correspondent Name: Cowan, Liebowitz & Latman, P.C.

Address Line 1: 1133 Avenue of the Americas

Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	14579 KWIK-SEW TO MCCALLS
NAME OF SUBMITTER:	DEBORAH K. SQUIERS
Signature:	/Deborah K. Squiers/
Date:	01/18/2012

**Total Attachments: 3**

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**ASSIGNMENT OF MARKS**

WHEREAS, KWIK-SEW PATTERN CO., INC., a Minnesota corporation ("Assignor") with its principal place of business at 3000 Washington Avenue North, Minneapolis, Minnesota 55419, has adopted, used, is using and is the owner of certain trademarks, service marks and trade names, and registrations and applications therefor, including but not limited to those identified and listed on Schedule A hereto (collectively, the "Marks"); and

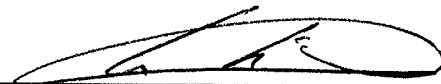
WHEREAS, THE McCALL PATTERN COMPANY, a Delaware corporation ("Assignee") with its principal place of business at 120 Broadway, New York, NY 10271, desires to acquire said Marks.

NOW, THEREFORE, for TEN AND NO/100 DOLLARS (\$10) and other good and valuable consideration, the receipt, sufficiency, and adequacy of which are hereby acknowledged, Assignor does hereby assign to Assignee, its successors and assigns, absolutely and forever, all of its right, title and interest, whether statutory or at common law, in and to the Scheduled Marks, together with the goodwill of the business symbolized by them throughout the world and such other trademarks, service marks, trade names and trade dress as may be owned by Assignor and used in connection with the Marks, and all registrations and pending applications therefor, in all countries throughout the world (collectively, "All Marks"), together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute such further papers and do such other acts as may be necessary and proper to vest full title in and to All Marks in the Assignee or which may be necessary to obtain, renew, issue or enforce All Marks.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed and delivered as of this 1 day of December, 2011.

KWIK-SEW PATTERN CO., INC.

By:   
Name: *Eric M. Martin*  
Title: *President*

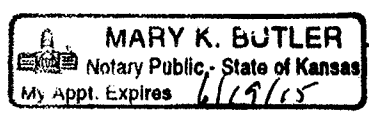
IN WITNESS WHEREOF, Assignee accepts this Trademark Assignment executed and delivered as of this 1 day of December, 2011.

THE McCALL PATTERN COMPANY

By: [Signature]  
Name: ROBIN DAVIES  
Title: C.E.O.

**Notarial Acknowledgement<sup>1</sup>**

State of ~~Minnesota~~ <sup>Kansas</sup> )  
County of ~~Pottawatomie~~ ) SS.:  
<sup>was</sup>



On the 1<sup>st</sup> day of December, 2011, before me personally came ERIC McMASTER, to me known, who being by me duly sworn, did depose and say that he/she is CEO of Kwik-Sew Pattern Co, Inc., the corporation described in and which executed the foregoing instrument; and that he/she signed his/her name thereto by order of the Board of Directors.

[Notarial Seal]

[Signature]  
Notary Public

State of Kansas )  
County of Pottawatomie ) SS.:



On the 1<sup>st</sup> day of December, 2011, before me personally came ROBIN DAVIES, to me known, who being by me duly sworn, did depose and say that he/she is CEO of The McCall Pattern Company, the corporation described in and which executed the foregoing instrument; and that he/she signed his/her name thereto by order of the Board of Directors.

[Notarial Seal]

[Signature]  
Notary Public

1 Notarization of Assignor's signature not absolutely necessary in U.S., but recommended. Signature by and notarization of signature of Assignee not necessary in U.S., but necessary in a number of countries.

**Error! Unknown document property name.**

**Schedule of Trademarks**

<b>MARK</b>	<b>U.S. Registration/Application No.</b>	<b>U.S. Registration/Application Date</b>
ELLIE MAE DESIGNS	76707638	May 16, 2011
DANCING NEEDLES	3131761	August 22, 2006
MAKE SEWING A SUCCESS and Design	3915355	February 8, 2011
NO SEWING REQUIRED!	3610777	April 28, 2009
NO SEWING REQUIRED!	2953802	May 17, 2005
KWIK TRACE	2888741	September 28, 2004
KWIK START	2886147	September 21, 2004
DESIGNED BY: KERSTIN MARTENSSON	2786157	November 25, 2003
KWIK SEW	1758315	March 16, 1993
Design of Dancing Needle	1753905	February 23, 1993
KWIK SERGE and Design	1381337	February 4, 1986
KWIK SEW	0967035	August 28, 1973
MADE TO MATCH	3878385	November 23, 2010