

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
ANNIE'S MEDIA, LLC		01/13/2012	LIMITED LIABILITY COMPANY: INDIANA

RECEIVING PARTY DATA	
Name:	ANNIE'S PUBLISHING, LLC
Street Address:	169 S. Jefferson Street
City:	Berne
State/Country:	INDIANA
Postal Code:	46711
Entity Type:	LIMITED LIABILITY COMPANY: INDIANA

PROPERTY NUMBERS Total: 37		
Property Type	Number	Word Mark
Registration Number:	3979109	ANNIE'S CHOICE
Serial Number:	85078147	ANNIE'S
Registration Number:	1479090	ANNIE'S ATTIC
Registration Number:	3913018	ANNIE'S ATTIC MYSTERIES
Serial Number:	85036853	ANNIE'S CHOICE
Registration Number:	1809161	ANNIE'S CROCHET QUILT & AFGHAN CLUB
Registration Number:	3649797	ANNIE'S HOOK & NEEDLE KIT CLUB
Registration Number:	1848589	ANNIE'S INTERNATIONAL PLASTIC CANVAS CLUB FABULOUS, FAST & FUN FOR EVERYONE
Registration Number:	1848587	ANNIE'S INTERNATIONAL PLASTIC CANVAS CLUB FABULOUS, FAST & FUN FOR EVERYONE
Registration Number:	3048856	AMERICAN SCHOOL OF NEEDLEWORK EXCELLENCE IN INSTRUCTION
Registration Number:	3003108	CARDMAKER
Registration Number:	4055196	CARDMAKER

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Registration Number:	3617798	CARDMAKER KIT-OF-THE-MONTH CLUB
Registration Number:	1968569	CLOTILDE
Registration Number:	2749599	CREATIVE GIRLS CLUB
Registration Number:	2749609	CREATIVE GIRLS CLUB
Registration Number:	3017759	CREATIVE KNITTING
Registration Number:	4054983	CREATIVE PAINTER KIT CLUB
Registration Number:	4074734	CREATIVE QUILTERS FABRIC CLUB
Registration Number:	2867819	CREATIVE WOMAN KIT-OF-THE-MONTH CLUB
Serial Number:	85474933	CREATIVE WOMAN MYSTERIES
Registration Number:	2500832	CROCHET ON THE DOUBLE
Registration Number:	1110023	CROCHET WORLD
Registration Number:	2793283	CROCHET!
Registration Number:	2837829	DRG
Registration Number:	2835961	DRG
Registration Number:	3590066	E-PATTERNSCENTRAL
Registration Number:	0885920	GOOD OLD DAYS
Registration Number:	2389570	HOUSE OF WHITE BIRCHES
Registration Number:	2389572	
Registration Number:	3640655	LOOKING BACK
Registration Number:	1799344	MILE-A-MINUTE
Registration Number:	2812613	QUILTER'S WORLD
Registration Number:	3200918	SEW SMART
Registration Number:	3720706	SIMPLY BEADS KIT-OF-THE-MONTH CLUB
Registration Number:	2501389	THE NEEDLECRAFT SHOP
Registration Number:	3147011	YOUNG WOODWORKERS KIT CLUB

CORRESPONDENCE DATA

Fax Number: (312)759-5646
Phone: 312-357-1313
Email: mvallone@btlaw.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Melissa A. Vallone
Address Line 1: P.O. Box 2786
Address Line 4: Chicago, ILLINOIS 60690

ATTORNEY DOCKET NUMBER: 29205-100

NAME OF SUBMITTER:

TRADEMARK
REEL: 004733 FRAME: 0095

	Melissa A. Vallone
Signature:	/mvallone/
Date:	03/07/2012
Total Attachments: 2 source=Annie's Media LLC to Annie's Publishing LLC#page1.tif source=Annie's Media LLC to Annie's Publishing LLC#page2.tif	

State of Indiana
Office of the Secretary of State
CERTIFICATE OF AMENDMENT
of
ANNIE'S MEDIA, LLC

I, Charles P. White, Secretary of State of Indiana, hereby certify that Articles of Amendment of the above Domestic Limited Liability Company (LLC) has been presented to me at my office, accompanied by the fees prescribed by law and that the documentation presented conforms to law as prescribed by the provisions of the Indiana Business Flexibility Act.

The name following said transaction will be:

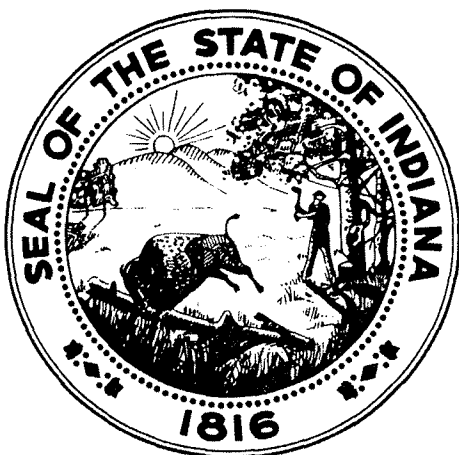
ANNIE'S PUBLISHING, LLC

NOW, THEREFORE, with this document I certify that said transaction will become effective Thursday, January 12, 2012.

In Witness Whereof, I have caused to be affixed my signature and the seal of the State of Indiana, at the City of Indianapolis, January 13, 2012

Charles P. White

CHARLES P. WHITE,
SECRETARY OF STATE



APPROVED AND FILED
CHARLES P. WHITE
INDIANA SECRETARY OF STATE
1/12/2012 4:39 PM

ARTICLES OF AMENDMENT

Formed pursuant to the provisions of the Indiana Business Flexibility Act.

ENTITY NAME

ANNIE'S MEDIA, LLC

The name following said transaction will be:

ANNIE'S PUBLISHING, LLC

Creation Date: 1/30/1999

PRINCIPAL OFFICE ADDRESS

169 S JEFFERSON ST, BERNE, IN 46711

REGISTERED OFFICE AND AGENT

TYLER KITT

169 SOUTH JEFFERSON, BERNE, IN 46711-0000

GENERAL INFORMATION

What is the latest date upon which the entity is to 12/31/2035
dissolve?:

Who will the entity be managed by?: Members

Effective Date: 1/12/2012

Electronic Signature: ZACHARY E. KLUTZ, ESQ.

Signator's Title: CORPORATE COUNSEL