

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
1-800-GiftCard.Com, Inc.		06/20/2012	CORPORATION: TEXAS

RECEIVING PARTY DATA	
Name:	Creative Marketing Associates, Inc.
Street Address:	3100 Broadway
Internal Address:	Suite 227
City:	Kansas City
State/Country:	MISSOURI
Postal Code:	64111
Entity Type:	CORPORATION: MISSOURI

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	3165746	GIFT GIVING IS EASY
Registration Number:	2154143	THE GIFT THEY USE THE WAY THEY CHOOSE

CORRESPONDENCE DATA	
Fax Number:	8167531536
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	816.374.0523
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

Signature:	/Marcia J. Rodgers/
Date:	06/20/2012
Total Attachments: 1 source=SMALL ASSIGNMENT#page1.tif	

ASSIGNMENT OF SERVICE MARKS

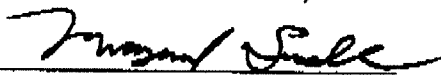
WHEREAS 1-800-GiftCard.Com, Inc., a Texas Corporation having offices at 5508 W. Hwy 290, Suite 206, Austin, Texas 78735, has adopted and used in commerce the following service marks and is the owner of record of the following registrations in the United States Patent and Trademark Office:

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>REG. DATE</u>
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, Creative Marketing Associates, Inc., a Missouri Corporation having offices at 3100 Broadway, Suite 227, Kansas City, Missouri 64111 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, 1-800-GiftCard.Com, Inc., hereby assigns to Creative Marketing Associates, 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 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.

Executed this 20 day of JUNE, 2012.

1-800-GiftCard.Com, Inc.
By: 
Maynard Small, President