

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Hallmark Cards, Incorporated</td> <td></td> <td>08/06/2012</td> <td>CORPORATION: MISSOURI</td> </tr> </tbody> </table> | | | | Name | Formerly | Execution Date | Entity Type | Hallmark Cards, Incorporated | | 08/06/2012 | CORPORATION: MISSOURI | | | | | | | | | | | | | | | | | | | | |
| Name | Formerly | Execution Date | Entity Type | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Hallmark Cards, Incorporated | | 08/06/2012 | CORPORATION: MISSOURI | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <tr> <td>Name:</td> <td colspan="3">Hallmark Licensing LLC</td> </tr> <tr> <td>Street Address:</td> <td colspan="3">2440 Pershing Road</td> </tr> <tr> <td>Internal Address:</td> <td colspan="3">MD 339</td> </tr> <tr> <td>City:</td> <td colspan="3">Kansas City</td> </tr> <tr> <td>State/Country:</td> <td colspan="3">MISSOURI</td> </tr> <tr> <td>Postal Code:</td> <td colspan="3">64108</td> </tr> <tr> <td>Entity Type:</td> <td colspan="3">LIMITED LIABILITY COMPANY: KANSAS</td> </tr> </table> | | | | Name: | Hallmark Licensing LLC | | | Street Address: | 2440 Pershing Road | | | Internal Address: | MD 339 | | | City: | Kansas City | | | State/Country: | MISSOURI | | | Postal Code: | 64108 | | | Entity Type: | LIMITED LIABILITY COMPANY: KANSAS | | |
| Name: | Hallmark Licensing LLC | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Street Address: | 2440 Pershing Road | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Internal Address: | MD 339 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| City: | Kansas City | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| State/Country: | MISSOURI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Postal Code: | 64108 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Entity Type: | LIMITED LIABILITY COMPANY: KANSAS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PROPERTY NUMBERS Total: 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>1230037</td> <td>KEEPSAKE ORNAMENT</td> </tr> <tr> <td>Registration Number:</td> <td>1891768</td> <td>KEEPSAKE ORNAMENT</td> </tr> </tbody> </table> | | | | Property Type | Number | Word Mark | Registration Number: | 1230037 | KEEPSAKE ORNAMENT | Registration Number: | 1891768 | KEEPSAKE ORNAMENT | | | | | | | | | | | | | | | | | | | |
| Property Type | Number | Word Mark | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Registration Number: | 1891768 | KEEPSAKE ORNAMENT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CORRESPONDENCE DATA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Fax Number: 8162747171</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: 816-274-5583</p> <p>Email: sara.grabill@hallmark.com</p> <p>Correspondent Name: Sara Grabill</p> <p>Address Line 1: 2501 McGee Trafficway</p> <p>Address Line 2: MD 339</p> <p>Address Line 4: Kansas City, MISSOURI 64108</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | RR34859 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NAME OF SUBMITTER: | David N. Johnson | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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|--|-------------------|
| Signature: | /david n johnson/ |
| Date: | 08/08/2012 |
| Total Attachments: 2 source=Keepsake assignment#page1.tif source=Keepsake assignment#page2.tif | |

ASSIGNMENT

Whereas, HALLMARK CARDS, INCORPORATED of 2501 McGee Trafficway, Kansas City, Missouri 64108 ("Assignor") has adopted and used the following trademarks and has a registration of the following marks at the United States Patent and Trademark Office:

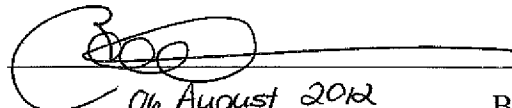
Registration No. 1230037, KEEPSAKE ORNAMENT, Class 28;

Registration No. 1891768, KEEPSAKE ORNAMENT & Design, Class 28.

Whereas, HALLMARK LICENSING, LLC of 2440 Pershing Road, Kansas City, Missouri 64108 ("Assignee") is desirous of acquiring said marks thereof.

Now, therefore, for good and valuable consideration, Hallmark Cards, Incorporated does hereby assign unto Hallmark Licensing, LLC all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the above identified registrations thereof.

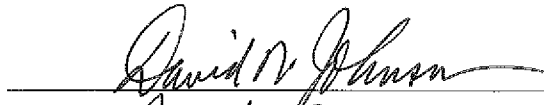
HALLMARK CARDS, INCORPORATED



06 August 2012

Brian E. Gardner
Executive Vice President

HALLMARK LICENSING, LLC



August 2/2012

David N. Johnson
Vice President