

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																											
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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:	RR 34870																										
NAME OF SUBMITTER:	Dwight C. Arn																										
Signature:	/dwight c arn/																										

TRADEMARK

Date:

08/14/2012

Total Attachments: 2

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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. 1721008, HALLS, Class 42;

Registration No. 1721007, HALLS & Crown Design, Class 42.

Whereas, HALLS LLC of 200 East 25th Street, 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 Halls 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




Brian E. Gardner
Executive Vice President

8-13-2012

Date

HALLS LLC



Dwight C. Arn
Vice President

8-13-12

Date