

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
Sunrise Publications, Inc.		11/01/2012	CORPORATION: INDIANA
RECEIVING PARTY DATA			
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: 8			
Property Type	Number	Word Mark	
Registration Number:	3703144	ECOPOLITAN	
Registration Number:	3703124	LOST & FOUND	
Registration Number:	2079337	SUNRISE	
Registration Number:	1439923	SUNRISE	
Registration Number:	3238079	SUNRISE GREETINGS	
Registration Number:	2712096	WEINERDOG	
Registration Number:	3317825	WEINERDOG	
Registration Number:	3961840		
CORRESPONDENCE DATA			
Fax Number:	8162747171		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	816-274-5583		
Email:	sara.grabill@hallmark.com		

CH \$215.00 3703144

Correspondent Name: David N. Johnson
Address Line 1: 2501 McGee Trafficway
Address Line 2: MD 339
Address Line 4: Kansas City, MISSOURI 64108

ATTORNEY DOCKET NUMBER: RR35084

NAME OF SUBMITTER: David N. Johnson

Signature: /david n johnson/

Date: 11/01/2012

Total Attachments: 2
source=Sunrise assignment#page1.tif
source=Sunrise assignment#page2.tif

ASSIGNMENT

Whereas, SUNRISE PUBLICATIONS, INC. of 1145 Sunrise Greetings Court, Bloomington, Indiana 47404 (“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. 12079337, SUNRISE, Class 16;

Registration No. 1439923, SUNRISE, Class 16;

Registration No. 2712096, WEINERDOG, Class 16;

Registration No. 3238079, SUNRISE GREETINGS & Design, Class 16;

Registration No. 3317825, WEINERDOG & Design, Class 16;

Registration No. 3703124, LOST & FOUND, Class 16;

Registration No. 3703144, ECOPOLITAN, Class 16;

Registration No. 3961840, WIENERDOG & Design, Class 16.

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, Sunrise Publications, Inc. 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.

SUNRISE PUBLICATIONS, INC.

Karen I. Bisset

Karen I. Bisset

Vice President

01 November 2012

Date

HALLMARK LICENSING, LLC

David N. Johnson

David N. Johnson

Vice President

01 November 2012

Date