

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM345320

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Simplicity Pattern Co., Inc.		04/01/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Wm. Wright Co.		
<b>Street Address:</b>	6050 Dana Way		
<b>City:</b>	Antioch		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37013		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4103189	I TAUGHT MYSELF KNITTING	
<b>Registration Number:</b>	4081352	I TAUGHT MYSELF TO CROCHET	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3128324700		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	312-832-4552		
<b>Email:</b>	delder@foley.com,jolsen@foley.com		
<b>Correspondent Name:</b>	Diane G. Elder		
<b>Address Line 1:</b>	321 North Clark Street, Suite 2800		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60654		
<b>ATTORNEY DOCKET NUMBER:</b>	105219-0101		
<b>NAME OF SUBMITTER:</b>	Diane G. Elder		
<b>SIGNATURE:</b>	/Diane Grace Elder;/;dge;/;61590/		
<b>DATE SIGNED:</b>	06/22/2015		
<b>Total Attachments: 2</b>			
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OP \$65.00 4103189

TRADEMARK ASSIGNMENT

This Trademark Assignment, effective April 1, 2014, is entered into by and between Simplicity Pattern Co., Inc., a Delaware corporation, having a place of business at 2 Park Avenue, New York, New York 10016 ("Assignor") and Wm. Wright Co., a Delaware corporation, having a place of business at 6050 Dana Way, Antioch, Tennessee 37013 ("Assignee").

WHEREAS, Assignor is the owner of the marks I TAUGHT MYSELF KNITTING for use in connection with booklets in the field of knitting and I TAUGHT MYSELF TO CROCHET for use in connection with booklets in the field of crochet ("Marks") and the United States trademark registrations for the Marks identified on Schedule A, attached hereto and made a part hereof;

WHEREAS, Assignor desires to sell, assign and transfer to Assignee all of its right, title and interest in and to the Marks, including the United States trademark registrations identified on the attached Schedule A, together with the goodwill of the business connected with and symbolized by the Marks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, hereby sells, assigns and transfers to Assignee, all of its right, title and interest in and to the Marks, including the United States trademark registrations identified on the attached Schedule A, together with the goodwill of the business connected with and symbolized by the Marks.

Assignor agrees to execute any and all documents and to do any such further acts that shall be required in order for Assignee to secure such rights hereby sold, transferred and assigned.

IN WITNESS WHEREOF, the parties have caused their respective duly authorized representatives to execute this Trademark Assignment.

WM. WRIGHT CO.

By: Dom Mattiagly

Name: Dom Mattiagly

Title: VP Product Development

Date: 6-19-15

SIMPLICITY PATTERN CO., INC.

By: Anna Seretis

Name: Anna Seretis

Title: SVP and General Counsel

Date: 6-22-15

SCHEDULE A TO TRADEMARK ASSIGNMENT

I TAUGHT MYSELF KNITTING, U.S. Reg. No. 4,103,189

I TAUGHT MYSELF TO CROCHET, U.S. Reg. No. 4,081,352