

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM355765

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NOTW Holding Company, LLC		09/21/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Mardel, Inc.		
Street Address:	7727 SW 44th Street		
City:	Oklahoma City		
State/Country:	OKLAHOMA		
Postal Code:	73179		
Entity Type:	CORPORATION: OKLAHOMA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3122844	NOTW	
Registration Number:	3118307	JESUS FREAK	
Registration Number:	2962001	NOT OF THIS WORLD	
Registration Number:	2899617	NOTW	
Registration Number:	4102716	CANVAS	
CORRESPONDENCE DATA			
Fax Number:			
	<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>		
Phone:	4057456219		
Email:	alicia.wiley@hobbylobby.com		
Correspondent Name:	Alicia Crawford Wiley		
Address Line 1:	7707 SW 44th Street		
Address Line 4:	Oklahoma City, OKLAHOMA 73179		
NAME OF SUBMITTER:	Alicia Crawford Wiley		
SIGNATURE:	/Alicia Crawford Wiley/		
DATE SIGNED:	09/21/2015		

OP \$140.00 3122844

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

Effective Date: September 21, 2015

Trademarks (collectively, the "Marks"):

Word Mark	Registration Number ("Registrations")	Registration Date
NOTW (stylized)	3,122,844	August 1, 2006
JESUS FREAK	3,118,307	July 18, 2006
NOT OF THIS WORLD	2,962,001	June 14, 2005
NOTW	2,899,617	November 2, 2004
CANVAS	4,102,716	February 21, 2012

"Assignor": NOTW Holding Company, LLC

"Assignee": Mardel, Inc.

RECITALS

- A. Assignor is a California limited liability company having its principal place of business at 7727 S.W. 44th Street, Oklahoma City, Oklahoma 73179.
- B. Assignee is an Oklahoma corporation having its principal place of business at 7727 S.W. 44th Street, Oklahoma City, Oklahoma 73179.
- C. Assignor is the owner of the Marks and all associated rights, title, interest, and goodwill thereto.
- D. Assignee desires to purchase the Marks from Assignor and continue such use in commerce.
- E. Assignor desires to sell and assign to Assignee all of Assignor's rights, title and interest that Assignor may possess in the Marks.

ASSIGNMENT

For good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers, and conveys to Assignee all of Assignor's rights, title, and interest in and to the Marks, including, but not limited to: (i) any and all right and title to the Registrations and subsequent renewals; (ii) all common law rights in the Marks; (iii) all goodwill associated with the Marks; and (iv) all rights to recover damages for any past or future infringement of the Marks.

Assignor acknowledges this assignment shall be recorded with the United States Patent and Trademark Office, pursuant to 15 U.S.C. § 1060, *et seq.*, and 37 C.F.R. § 3.1, *et seq.*

With actual authority,

NOTW HOLDING COMPANY, LLC

By: James E. Little
James E. Little, Manager

Acknowledgment

State of Oklahoma)
)SS
County of Oklahoma)

On September 21, 2015, this instrument was acknowledged before me by James E. Little, as authorized representative of Assignor, NOTW Holding Company, LLC.

Casey A. Domina
Notary Public

My Commission Expires: 4/22/2019 (seal)

