

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM370834

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
William Arthur, Inc.		01/25/2016	CORPORATION: MAINE
RECEIVING PARTY DATA			
Name:	Crane Stationery, LLC		
Street Address:	150 West 22nd Street		
Internal Address:	5th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	LIMITED LIABILITY COMPANY: MASSACHUSETTS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85675234	TRULY	
Registration Number:	3810320	RITA RENNING	
Registration Number:	3834964	THE SIGNATURE OF FINE STATIONERY	
Registration Number:	3810294	WILLIAM ARTHUR	
CORRESPONDENCE DATA			
Fax Number:	4135672079		
<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:	4135672076		
Email:	mrb@hblaw.org		
Correspondent Name:	Mary R. Bonzagni		
Address Line 1:	171 Dwight Road		
Address Line 2:	Suite 302		
Address Line 4:	Longmeadow, MASSACHUSETTS 01106		
ATTORNEY DOCKET NUMBER:	89029G.A.1006		
NAME OF SUBMITTER:	Mary R. Bonzagni		
SIGNATURE:	/Mary R. Bonzagni/		
DATE SIGNED:	01/28/2016		

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Total Attachments: 2

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ASSIGNMENT


WHEREAS, William Arthur, Inc., a Maine corporation, having a principal place of business at 150 West 22nd Street, 5th Floor, New York, NY 10011 (hereinafter "Assignor"), has adopted, used and is the owner of the four (4) trademarks listed in the attached Table A (hereinafter "the MARKS"), which are either registered in or pending before the United States Patent and Trademark Office;

WHEREAS, Crane Stationery, LLC, a Massachusetts limited liability company, having a principal place of business at 150 West 22nd Street, 5th Floor, New York, NY 10011 (hereinafter "Assignee"), desires to acquire the MARKS, and rights in the corresponding federal trademark application and registrations;


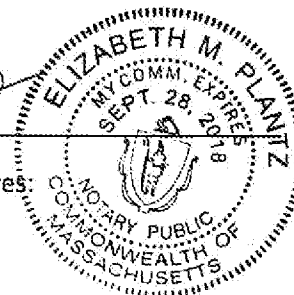
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all of its rights, titles and interest in and to the MARKS, together with the goodwill of the business symbolized by the MARKS, and the identified pending application and registrations thereof, together with the right to seek remedies for any and all infringements of the MARKS and registrations and to collect and retain all damages and profits for infringements.

Signed and sealed this 25th day of January, 2016, at Boston,
Mass (city, state).

WILLIAM ARTHUR, INC.


James W. Hackett, Jr.
Director/Secretary

On this 25th day of January, 2016, before me appeared James W. Hackett, Jr., to me personally known, and acknowledged that he executed the foregoing Assignment as his free act and deed on behalf of William Arthur, Inc. with authority to do so.


Notary Public
My Commission Expires: 

[89029G.A.1006/Assignments-ScheduleA-WmArthurUS]

Table A

Country	Trademark	Status	Full Goods/Services	Owner of Record	Ser./Reg./App. No.	Filing Date	Registration Date
US	RITA RENNING	Registered	(Int'l Class: 16) announcement cards; correspondence cards; note cards; place cards; post cards; printed invitations; stationery	William Arthur, Inc.	RN: 3810320 SN: 77865957	November 5, 2009	June 29, 2010
US	THE SIGNATURE OF FINE STATIONERY	Registered	(Int'l Class: 16) stationery	William Arthur, Inc.	RN: 3834964 SN: 77916113	January 20, 2010	August 17, 2010
US	TRULY	Pending (Allowed)	(Int'l Class: 16) stationery	William Arthur, Inc.	SN: 85675234	July 12, 2012	
US	WILLIAM ARTHUR	Registered	(Int'l Class: 16) announcement cards; christmas cards; correspondence cards; event programs; greeting cards; holiday cards; note cards; place cards; post cards; printed invitations; stationery	William Arthur, Inc.	RN: 3810294 SN: 77865747	November 5, 2009	June 29, 2010