

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM371832

<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>
Holly B. Holdings LLC		02/01/2016	LIMITED LIABILITY COMPANY:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	AGC, LLC		
<b>Street Address:</b>	One American Road		
<b>City:</b>	Cleveland		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	44144		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86672425	GETTING PERSONAL	
<b>Serial Number:</b>	86672456	GETTING PERSONAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2162526741		
<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>	216-252-7300		
<b>Email:</b>	paul.cardenas@amgreetings.com		
<b>Correspondent Name:</b>	Paul Cardenas		
<b>Address Line 1:</b>	One American Road		
<b>Address Line 4:</b>	Cleveland, OHIO 44144		
<b>ATTORNEY DOCKET NUMBER:</b>	ASSIGNMENT OF MARKS		
<b>NAME OF SUBMITTER:</b>	Paul Cardenas		
<b>SIGNATURE:</b>	/paulcardenas/		
<b>DATE SIGNED:</b>	02/03/2016		
<b>Total Attachments: 2</b>			
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TRADEMARK/SERVICE MARK  
ASSIGNMENT

WHEREAS, Holly B. Holdings LLC (hereinafter ASSIGNOR), an Ohio limited liability company, having its principal place of business at 50 West Broad Street Columbus, Ohio 43215 has adopted and has filed the marks set forth in Exhibit A attached hereto and made a part hereof, for which it owns the corresponding United States Trademark Applications set forth in said Exhibit A; and

WHEREAS, ASSIGNOR owns the entire right, title and interest in and to the said marks and said applications; and

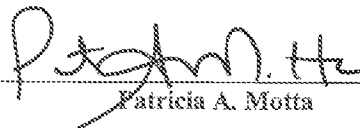
WHEREAS, AGC, LLC. (hereinafter ASSIGNEE), a Delaware limited liability company, having its principal place of business at One American Road, Cleveland, Ohio 44144, is desirous of acquiring said marks and said applications;

NOW, THEREFORE, for good and valuable consideration, the adequacy and receipt of which is acknowledged, ASSIGNOR does hereby sell, assign, transfer and set over unto ASSIGNEE, its successors or assigns, the entire right, title and interest in and to the marks set forth in said Exhibit A together with so much of the goodwill of the business in connection with which each of the marks is used and which is symbolized by the marks, the corresponding applications for said marks as set forth in said Exhibit A, and the right to sue and to recover from third parties for past infringement of said marks.

ASSIGNOR covenants and agrees that it will, at any time upon request, do everything reasonable to aid the Assignee, its successors, assigns or other legal representatives to document, effectuate or protect the ownership rights assigned herein, all without further consideration but at the expense of the ASSIGNEE, or its successors or assigns.

ASSIGNOR

By

  
Patricia A. Moffa

Title

Assistant Secretary

Date

2.1.16

Exhibit A

Country	Mark	Application No.	Application Date
United States	GETTING PERSONAL	SN: 86672425	June 24, 2015
United States	GETTING PERSONAL	SN: 86672456	June 24, 2015