

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM435313

<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>
Wm. Wright Co.		03/06/2017	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Wilton Industries, Inc.		
<b>Street Address:</b>	2240 75th Street		
<b>City:</b>	Woodridge		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60517		
<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>	4998896	I TAUGHT MYSELF	
<b>Serial Number:</b>	86249792	I TAUGHT MYSELF TO QUILT	
<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>NAME OF SUBMITTER:</b>	Diane G. Elder		
<b>SIGNATURE:</b>	/Diane Grace Elder;/61590/		
<b>DATE SIGNED:</b>	07/17/2017		
<b>Total Attachments: 2</b>			
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OP \$65.00 4998896

TRADEMARK ASSIGNMENT

This Trademark Assignment, effective June 21, 2016 is entered into by and between Wm. Wright Co., a Delaware corporation, having a place of business at 6050 Dana Way, Antioch, Tennessee 37013 ("Assignor") and Wilton Industries, Inc. a Delaware corporation, having a place of business at 2240 West 75<sup>th</sup> Street, Woodridge, Illinois 60517 ("Assignee").

WHEREAS, Assignor is the owner of the marks I TAUGHTMYSELF for instructional booklets in the field of cake and food decorating, scrapbooking, paper crafting, jewelry making kits, needle crafting and sewing, I TAUGHT MYSELF TO QUILT for use in connection with booklets in the field of quilting ("Marks") and the respective United States trademark registration and application for the Marks identified on Schedule A, attached hereto and made a part hereof;

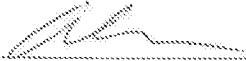
WHEREAS, Assignor desires to sell, assign and transfer to Assignee all of its right, title and interest in and to the Marks, including the United States trademark registrations identified on the attached Schedule A, together with the goodwill of the business connected with and symbolized by the Marks;

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.

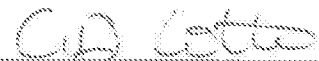
By: .....

Name: Ahna Severts

Title: SVP, General Counsel & Secretary

Date: March 6, 2017

WILTON INDUSTRIES, INC.

By: .....

Name: Sandie Cotter

Title: Vice President, Licensing

Date: March 6, 2017

SCHEDULE A

I TAUGHT MYSELF, U.S. Reg. No. 4,998,896

I TAUGHT MYSELF TO QUILT, U.S. App. No. 86-249792