

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM436117

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dalmatian Press, LLC		07/17/2017	Limited Liability Company: TENNESSEE
RECEIVING PARTY DATA			
Name:	Bendon, Inc.		
Street Address:	1840 Baney Road		
City:	Ashland		
State/Country:	OHIO		
Postal Code:	44805		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 18			
Property Type	Number	Word Mark	
Registration Number:	2169985	BIG BEST BOOK	
Registration Number:	3538442	A BOOK ABOUT US!	
Registration Number:	2184874	CREATIVE EDGE	
Registration Number:	2120339	DALMATIAN PRESS	
Registration Number:	2233041	DALMATIAN PRESS	
Registration Number:	2065895	DALMATIAN PRESS	
Registration Number:	2154532	DALMATIAN PRESS PUPPY PACK	
Registration Number:	2231317		
Registration Number:	2168401	PUPPY PACK	
Registration Number:	2102176	SPOT THE DIFFERENCE	
Registration Number:	2430207		
Registration Number:	2045129	TEAR AND SHARE	
Registration Number:	2171825	THE ULTIMATE FUN BOOK	
Registration Number:	2482135	BRIGHT IDEA	
Registration Number:	3210582	HAPPY TALES	
Registration Number:	3304822	GIGGLE & GROW	
Registration Number:	2220382	PIGGY TOES PRESS	
Registration Number:	4230501	RANDALL REINDEER	

CH \$465.00 2169985

CORRESPONDENCE DATA**Fax Number:** 3144801505

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.

Phone: 314-480-1500**Email:** pto-sl@huschblackwell.com**Correspondent Name:** Tara Allstun**Address Line 1:** Husch Blackwell LLP**Address Line 2:** 190 Carondelet Plaza, Suite 600**Address Line 4:** St. Louis, MISSOURI 63105

ATTORNEY DOCKET NUMBER:	712761.167
NAME OF SUBMITTER:	Tara Allstun
SIGNATURE:	/Tara Allstun/
DATE SIGNED:	07/21/2017

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT (the "Assignment") shall be deemed made and entered into as of the date of the last signature below, ("Effective Date") by and between Dalmatian Press, LLC, a Tennessee limited liability company (hereinafter the "Assignor") and Bendon, Inc., a Delaware corporation (hereinafter the "Assignee").

WHEREAS, Assignor owns the United States Trademark Registrations set forth on Exhibit A, attached hereto, and owns all common law rights therein and thereto (the "Marks");

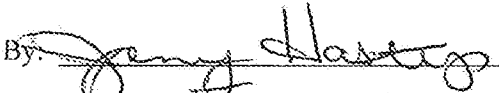
WHEREAS, Assignor is desirous of assigning its entire right, title and interest along with the goodwill associated with the Marks and Assignee is desirous of obtaining all right, title and interest along with the goodwill associated with the Marks.

NOW, THEREFORE, for the sum of \$1.00 and other valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor assigns to Assignee its entire worldwide right, title and interest in and to the Marks, together with the goodwill associated therewith, and including without limitation the right to sue for past infringement thereof.

IN WITNESS WHEREOF, the undersigned, being duly authorized, have caused this Assignment to be executed.

Assignor:
Dalmatian Press, LLC,
a Tennessee limited liability company

Assignee:
Bendon, Inc.,
a Delaware corporation

By: 
Printed Name: Jerry Hastings
Title: E.V.P.
Date: July 17, 2017

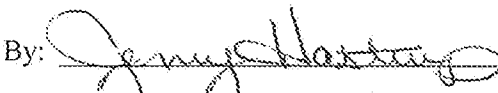
By: 
Printed Name: Jerry Hastings
Title: E.V.P.
Date: July 17, 2017

EXHIBIT A

Assigned Trademarks

Mark	Country	Registration No.	Registration Date
BIG BEST BOOK	US	2169985	6/30/1998
A BOOK ABOUT US!	US	3538442	11/25/2008
CREATIVE EDGE	US	2184874	8/25/1998
DALMATIAN PRESS	US	2120339	12/9/1997
DALMATIAN PRESS	US	2233041	3/16/1999
DALMATIAN PRESS & DESIGN	US	2065895	5/27/1997
DALMATIAN PRESS PUPPY PACK	US	2154532	5/5/1998
DALMATIAN SPOTTED BORDER DESIGN	US	2231317	3/16/1999
PUPPY PACK	US	2168401	6/23/1998
SPOT THE DIFFERENCE	US	2102176	9/30/1997
SPOTTED BORDER DESIGN	US	2430207	2/20/2001
TEAR AND SHARE	US	2045129	3/11/1997
THE ULTIMATE FUN BOOK	US	2171825	7/7/1998
BRIGHT IDEA	US	2482135	8/28/2001
HAPPY TALES & DESIGN	US	3210582	2/20/2007
GIGGLE & GROW	US	3304822	10/2/2007
PIGGY TOES PRESS	US	2220382	1/26/1999
RANDALL REINDEER	US	4230501	10/23/2012