

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM453200

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
<b>RESUBMIT DOCUMENT ID:</b>	900427022

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Mix Holdings, LLC		10/30/2017	Limited Liability Company: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Hallmark Licensing, LLC
<b>Street Address:</b>	2501 McGee Trafficway
<b>Internal Address:</b>	MD 339
<b>City:</b>	Kansas City
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	64108
<b>Entity Type:</b>	Limited Liability Company: KANSAS

**PROPERTY NUMBERS Total: 14**

Property Type	Number	Word Mark
Serial Number:	87022967	FLOOR 9
Serial Number:	87022996	FLOOR 9
Serial Number:	87023009	FLOOR 9
Serial Number:	87023022	FLOOR 9
Serial Number:	87023071	FLOOR 9
Serial Number:	87023085	FLOOR 9
Serial Number:	87023097	FLOOR 9
Serial Number:	87023135	FLOOR 9
Serial Number:	87023151	FLOOR 9
Serial Number:	87023170	FLOOR 9
Serial Number:	87023190	FLOOR 9
Serial Number:	87023230	FLOOR 9
Serial Number:	87023249	FLOOR 9
Serial Number:	87023265	FLOOR 9

**CORRESPONDENCE DATA**

Fax Number: 8162747171

**TRADEMARK**

***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:** 816-274-5583  
**Email:** sara.grabill@hallmark.com  
**Correspondent Name:** David N. Johnson  
**Address Line 1:** 2501 McGee Trafficway  
**Address Line 2:** MD 339  
**Address Line 4:** Kansas City, MISSOURI 64108

<b>ATTORNEY DOCKET NUMBER:</b>	41553
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<b>NAME OF SUBMITTER:</b>	Dwight C. Arn
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<b>SIGNATURE:</b>	/dwight c arn/
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<b>DATE SIGNED:</b>	12/05/2017
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**Total Attachments: 3**

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**TRADEMARK ASSIGNMENT  
Mix Holdings, LLC**

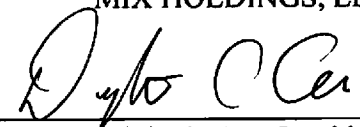
WHEREAS, Mix Holdings, LLC, a Delaware limited liability company at PO Box 419126, Kansas City, Missouri 64141, is the owner of certain Trademark Applications (the "Trademarks") set forth in the attached Exhibit A.

WHEREAS, Hallmark Licensing, LLC, a Kansas limited liability company having an address at 2501 McGee Trafficway, Kansas City, MO 64108, is desirous of acquiring said Trademarks.

NOW, THEREFORE, effective November 1, 2017, in consideration of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, said Mix Holdings, LLC does sell, assign and transfer those Trademarks, including but not limited to those trademarks listed on the attached Exhibit A, unto said Hallmark Licensing, LLC, its successors and assigns, all of its right, goodwill, title and interest in and to said Trademarks, and the right to apply for trademarks, registrations and renewals thereof, together with all rights of action and claims for damages and benefits arising because of past infringement of said Trademarks.

IN WITNESS WHEREOF, Mix Holdings, LLC has caused this instrument to be signed by a duly authorized officer this 4<sup>th</sup> day of December, 2017.

MIX HOLDINGS, LLC

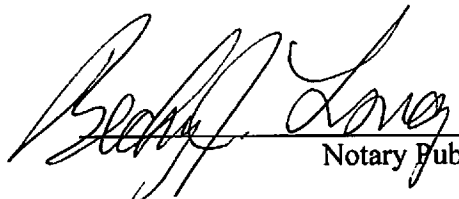
By:   
Dwight C. Arn, President

STATE OF MISSOURI

ss

COUNTY OF JACKSON

On this 4<sup>th</sup> day of December, 2017, before me personally appeared Dwight C. Arn to me personally known, who, being duly sworn, did say that he is the President of Mix Holdings, LLC ("Company") and that he duly executed the foregoing instrument for and on behalf of the Company, being duly authorized to do so and that said Dwight C. Arn acknowledged said instrument to be the free act and deed of said Company.

  
Notary Public

**BECKY J. LONG**  
Notary Public - Notary Seal  
STATE OF MISSOURI - Bates County  
My Commission Expires: April 12, 2021  
Commission # 13694823

EXHIBIT A  
**Trademark Records By Trademark**

Owner	Trademark	Country	Application No.	Registration No	Registration Date	Classes	Status
<b>FLOOR 9</b>							
MIX Holdings, LLC	FLOOR 9	United States of America	87023022			9	Pending
MIX Holdings, LLC	FLOOR 9	United States of America	87023071			14	Pending
MIX Holdings, LLC	FLOOR 9	United States of America	87023190			25	Pending
MIX Holdings, LLC	FLOOR 9	United States of America	87023230			26	Pending
MIX Holdings, LLC	FLOOR 9	United States of America	87022967			4	Pending
MIX Holdings, LLC	FLOOR 9	United States of America	87022995			6	Pending
MIX Holdings, LLC	FLOOR 9	United States of America	87023009			8	Pending
MIX Holdings, LLC	FLOOR 9	United States of America	87023085			16	Pending
MIX Holdings, LLC	FLOOR 9	United States of America	87023097			18	Pending
MIX Holdings, LLC	FLOOR 9	United States of America	87023135			20	Pending
MIX Holdings, LLC	FLOOR 9	United States of America	87023151			21	Pending
MIX Holdings, LLC	FLOOR 9	United States of America	87023170			24	Pending
MIX Holdings, LLC	FLOOR 9	United States of America	87023249			27	Pending
MIX Holdings, LLC	FLOOR 9	United States of America	87023265			28	Pending

## TRADEMARK ASSIGNMENT COVER SHEET

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ETAS ID: TM449269

<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>
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<b>Serial Number:</b>	87023265	FLOOR 9	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8162747171		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

CH \$365.00 87022967

TRADEMARK