

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM479559

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	06/15/2017

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
DCWV Acquisition Corporation		01/28/2018	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	American Crafts, L.C.
Street Address:	588 West 400 South, Suite 300
City:	Lindon
State/Country:	UTAH
Postal Code:	84042
Entity Type:	Limited Liability Company: UTAH

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	3445284	DIE CUTS WITH A VIEW
Registration Number:	3480712	DCWV
Registration Number:	4163530	DCWV
Registration Number:	3714490	CARDSTOCK STACK
Serial Number:	86813436	CRAFT 60
Serial Number:	86952162	CREATING A LEGACY OF CRAFTING
Registration Number:	4077520	ESCRAP APP
Registration Number:	4531902	MATCHMAKERS
Registration Number:	3714480	MAT STACK
Registration Number:	3714488	PREMIUM STACK
Registration Number:	3714479	PREMIUM STACKS
Registration Number:	3653517	SCRAPBOOK KIT IN A STACK
Registration Number:	3653209	STACK
Registration Number:	3688363	STACK
Serial Number:	86721736	STACK
Registration Number:	4114059	THE STACK COMPANY

CORRESPONDENCE DATA

TRADEMARK

REEL: 006364 FRAME: 0840

900456056

CH \$415.00 3445284

Fax Number: 8013753865

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: (801) 375-6600

Email: ipmail@djplaw.com

Correspondent Name: Brick Power

Address Line 1: 3301 N. Thanksgiving Way, Suite 400

Address Line 4: Lehi, UTAH 84004

NAME OF SUBMITTER:	Brick G. Power
---------------------------	----------------

SIGNATURE:	/brick g power/
-------------------	-----------------

DATE SIGNED:	06/26/2018
---------------------	------------

Total Attachments: 4

source=Fully Executed TM Assignment#page1.tif

source=Fully Executed TM Assignment#page2.tif

source=Fully Executed TM Assignment#page3.tif

source=Fully Executed TM Assignment#page4.tif

TRADEMARK ASSIGNMENT

EFFECTIVE AS OF JUNE 15, 2017, this Trademark Assignment (this "Agreement") is hereby being entered into by and between DCWV Acquisition Corporation, a Delaware corporation with an address at 751 South 170 East, Provo, Utah 84606 ("Assignor"), and American Crafts, L.C., a Utah limited liability company with an address at 588 West 400 South, Suite 300, Lindon, Utah 84042 ("Assignee"). Assignor and Assignee are also referred to herein, collectively, as the "Parties".

For valuable consideration, the sufficiency of which is acknowledged, Assignor does hereby assign, transfer, sell, and deliver to Assignee, and its successors and assigns, all of its right, title, and interest in and to the trademarks, applications, and registrations identified on the list of trademark rights attached hereto as Exhibit A and incorporated herein by reference, including all common law rights therein and along with all goodwill associated with the Trademark Rights, provided that, with respect to the United States intent-to-use trademark applications set forth in Exhibit A hereto, the transfer of such applications accompanies the transfer of Seller's business, or portion of the business to which each respective trademark pertains, and that business is ongoing and existing (collectively, the "Trademark Rights").

Assignor authorizes Assignee to file and record this Agreement with the United States Patent and Trademark Office (USPTO) and other trademark offices in jurisdictions foreign to the United States.

This Agreement shall be governed by, and construed in accordance with, the internal laws of the State of Delaware without regard to the laws of any other jurisdiction that might be applied because of the conflicts of laws principles of the State of Delaware. This Agreement may be executed in counterparts, each of which shall be deemed an original and all of which, when taken together, shall constitute one and the same instrument. Facsimile and electronic signatures are acceptable and shall be deemed original signatures.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

Accepted by:

ASSIGNOR:

DCWV ACQUISITION CORPORATION,
a Delaware corporation

ASSIGNEE:

AMERICAN CRAFTS, L.C.,
a Utah limited liability company

By: 
Name: Jeffrey Dornbeik
Title: Authorized Person

By: 
Name: Wayne Mitchell
Title: CEO

{SIGNATURE PAGE TO TRADEMARK ASSIGNMENT—DCWV ACQUISITION CORPORATION AND
AMERICAN CRAFTS, L.C.}

**EXHIBIT A
LIST OF TRADEMARK RIGHTS**

Trademark	Jurisdiction	App. No.	App. Date	Reg. No.	Reg. Date
DIE CUTS WITH A VIEW	US	78943534	8/2/2006	3445284	6/10/2008
DIE CUTS WITH A VIEW	US	86390484	41892		
DCWV	US	78943527	8/2/2006	3480712	8/5/2008
DCWV	CA	1588285-00	7/31/2012	TMA887882	10/9/2014
DCWV	CA	1588090-00	7/30/2012		
DCWV	CN	7073101	11/24/2008	7073101	7/7/2010
DCWV	CN	9723379	7/15/2011	9723379	8/28/2014
DCWV	CN	14088636	2/28/2014	14088636	6/7/2015
DCWV	EM	10122554	7/14/2011	10122554	1/17/2012
DCWV	HK		7/15/2011	301976428	5/21/2012
DCWV	KR	4020110038662	7/15/2011	4010000942	10/14/2013
DCWV	MX	1585326	3/5/2015	167342	9/27/2016
DCWV Logo	US	85346736	6/15/2011	4163530	6/26/2012
DCWV Logo	CN	12839933	7/1/2013	12839933	1/21/2015
DCWV Logo	KR	4020110050288	9/15/2011	400942138	2/11/2014
CARDSTOCK STACK	US	77676084	2/23/2009	3714490	11/24/2009
COLOR COORDINATES - RAINBOW OF CHOICES, DESIGNS CREATED TO INSPIRE!	US	78944019	8/3/2006	3321813	10/23/2007
CRAFT 60	US	86813436	11/9/2015		
CREATING A LEGACY OF CRAFTING	US	86952162	3/24/2016		
ESCRAP APP	US	77880282	11/24/2009	4077520	12/27/2011
ESCRAP APP	CA	1481953	5/20/2010	TMA851228	5/21/2013
ESCRAP APP	CN			8325129	5/28/2011
ESCRAP APP	EM	009124785	5/21/2010	009124785	2/4/2011
ESCRAP APP	HK		5/24/2010	301620981	12/14/2010
MATCHMAKERS	US	85869162	3/7/2013	4531902	4/20/2014
MAT STACK	US	77674525	2/20/2009	3714480	11/24/2009
MAT STACKS	US	77674529	2/20/2009	3714481	11/24/2009
PAPER LACE	US	86753003			
PAPER STACK	US	77675744	2/23/2009	3714489	11/24/2009
PREMIUM STACK	US	77675717	2/23/2009	3714488	11/24/2009
PREMIUM STACKS	US	77674474	2/20/2009	3714479	11/24/2009

Trademark	Jurisdiction	App. No.	App. Date	Reg. No.	Reg. Date
SCRAPBOOK KIT IN A STACK	US	77504165	6/20/2008	3653517	7/14/2009
STACK	US	77415746	3/7/2008	3653209	7/14/2009
STACK	US	77504147	6/20/2008	3653516	7/14/2009
STACK	US	77562558	9/4/2008	3688363	9/29/2009
STACK	US	86721736	8/11/2015		
STACK	CA	1409678	9/5/2008	TMA779723	10/13/2010
STACK	CN			7231808	11/21/2010
STACK	EM	7213648	9/5/2008	7213648	9/28/2009
STACK	JP	2009-015251	3/4/2009	5299308	2/5/2010
STACK	NZ			803190	11/12/2008
STACK	ZA		9/4/2008	2009/03840	3/4/2009
THE PAPER STACK	US	77674550	2/20/2009	3714482	11/24/2009
THE STACK COMPANY	US	85290566	4/8/2011	4114059	3/20/2012