

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM676392

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900639771		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crown Media United States, LLC		12/11/2020	Corporation: KANSAS
RECEIVING PARTY DATA			
Name:	Hallmark Licensing, LLC		
Street Address:	2501 McGee Trafficway		
Internal Address:	MD 339		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64108		
Entity Type:	Limited Liability Company: KANSAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90376102	HALLMARK CHANNEL COUNTDOWN TO CHRISTMAS	
CORRESPONDENCE DATA			
Fax Number:	8162747171		
<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>			
Phone:	816-446-9932		
Email:	ericksonip@hallmark.com		
Correspondent Name:	Alison L. Erickson		
Address Line 1:	2501 McGee Trafficway		
Address Line 2:	MD 339		
Address Line 4:	Kansas City, MISSOURI 64108		
ATTORNEY DOCKET NUMBER:	44843		
NAME OF SUBMITTER:	Bradley R. Howard		
SIGNATURE:	/Bradley R Howard/		
DATE SIGNED:	09/23/2021		
Total Attachments: 3			
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ASSIGNMENT

Whereas, Crown Media United States, LLC (“Assignor”), 12700 Ventura Blvd., Suite 200, Studio City, California 91604, has adopted and used and is using the following mark and owns the application of the following mark at the United States Patent and Trademark Office:

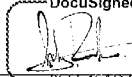
HALLMARK CHANNEL COUNTDOWN TO CHRISTMAS, Application No. 90376102, Class 38

Whereas, Hallmark Licensing, LLC (“Assignee”), 2501 McGee Trafficway, Kansas City, Missouri 64108, is desirous of acquiring said mark and any registrations thereof.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee, effective December 11, 2020, all of Assignor’s right, title and interest in and to the said mark, together with the goodwill of the business symbolized by mark, and the above-identified application and any registrations thereof.

Crown Media United States, LLC

By _____

DocuSigned by:

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Andrew Rooke

Executive Vice President & CFO