

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM743117

<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>
Hallmark Cards, Incorporated		07/08/2022	Corporation: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hallmark Licensing, LLC		
<b>Street Address:</b>	2501 McGee Trafficway		
<b>Internal Address:</b>	Mail Drop #339		
<b>City:</b>	Kansas City		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64108		
<b>Entity Type:</b>	Limited Liability Company: KANSAS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2130899	TREE OF LIFE	
<b>Registration Number:</b>	2653121	MAHOGANY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	trademark@hallmark.com		
<b>Correspondent Name:</b>	Bradley R. Howard		
<b>Address Line 1:</b>	2501 McGee Trafficway		
<b>Address Line 2:</b>	Mail Drop #339		
<b>Address Line 4:</b>	Kansas City, MISSOURI 64108		
<b>ATTORNEY DOCKET NUMBER:</b>	2241		
<b>NAME OF SUBMITTER:</b>	Bradley R. Howard		
<b>SIGNATURE:</b>	/bradley r howard/		
<b>DATE SIGNED:</b>	07/22/2022		
<b>Total Attachments: 2</b>			
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**ASSIGNMENT**

Whereas, Hallmark Cards, Incorporated (“Assignor”), 2501 McGee Trafficway, Kansas City, Missouri 64108, has adopted and used and is using certain Trademarks (the “Trademarks”) set forth in the attached Exhibit A.

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

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee, effective 7/8/2022 all of Assignor’s right, title and interest in and to the said Trademarks, together with the goodwill of the business symbolized by the Trademarks, and any registrations thereof.

Hallmark Cards, Incorporated

By \_\_\_\_\_  
  
Darren B. Abbott  
Senior Vice President – Global Creative

**EXHIBIT A**

<b>Trademark</b>	<b>Country</b>	<b>Registration No.</b>	<b>Registration Date</b>
TREE OF LIFE	United States of America	2,130,899	Jan 20 1998
MAHOGANY	United States of America	2,653,121	Nov 26 2002