

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM765152

<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>
Edward Doherty		11/01/2022	INDIVIDUAL:
<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: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90703811	HALLMARK HOTELS AND RESORTS	
<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 using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	816-302-5769		
<b>Email:</b>	trademark@hallmark.com		
<b>Correspondent Name:</b>	Elizabeth A. Tassi		
<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>	47227		
<b>NAME OF SUBMITTER:</b>	Brad Howard		
<b>SIGNATURE:</b>	/brh/		
<b>DATE SIGNED:</b>	11/02/2022		
<b>Total Attachments: 1</b>			
source=Assignment_Executed#page1.tif			

CH \$40.00 90703811

EXHIBIT A

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made effective as of ~~September~~ November 1, 2022, by Edward Doherty, an individual ("Doherty") to Hallmark Licensing, LLC, a Kansas limited liability company ("Hallmark").

WHEREAS, on or about the date hereof, Doherty and Hallmark entered into an agreement that provides for, among other things, the transfer of the subject trademark and contemplates the execution of this Assignment in connection therewith.

NOW, THEREFORE, in consideration of the mutual covenants and promises contained in the Agreement, Doherty hereby agrees as follows:

Doherty hereby assigns unto Hallmark all of Doherty's right, title, and interest in and to the US Trademark Application Serial No. 90/703,811 and the HALLMARK HOTELS AND RESORTS mark (the "Mark"), together with the goodwill of the business symbolized by the Mark, including all common law rights, and all claims for damages by reason of past infringement of the Mark, with the right to sue and collect for future and past infringement thereof.

This Trademark Assignment has been executed and delivered by Doherty as of the date first written above.

Edward Doherty

*Edward J. Doherty*

STATE OF IL )  
 ) ss.  
COUNTY OF COOK )

On Nov 1, 2022, before me appeared EDWARD J. DOHERTY, who signed the foregoing instrument in my presence and made oath before me to the allegations set forth therein as being under oath.

*[Signature]*  
Notary Public

SEAL

My Commission Expires: 4/11/2024

