

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
H.A., Inc.		12/16/2003	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Sunrise Publications, Inc.		
Street Address:	1145 Sunrise Greetings Court		
City:	Bloomington		
State/Country:	INDIANA		
Postal Code:	47404		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2347057	EARTH HERITAGE FUND	
Registration Number:	2087764	SUNRISE	
Registration Number:	2079337	SUNRISE	
Registration Number:	2712096	WEINERDOG	
Registration Number:	2798787		
CORRESPONDENCE DATA			
Fax Number:	(812)336-8712		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8123369900 ext. 2136		
Email:	amccarty@sunrisegreetings.com		
Correspondent Name:	Amie McCarty, Legal Director		
Address Line 1:	1145 Sunrise Greetings Court		
Address Line 4:	Bloomington, INDIANA 47404		
ATTORNEY DOCKET NUMBER:	H.A. - SUNRISE		

CH \$140.00 2347057

NAME OF SUBMITTER:	Susan Hare
Signature:	/Susan Hare/
Date:	10/31/2006
Total Attachments: 1 source=Assignment - H.A. Inc#page1.tif	

ASSIGNMENT

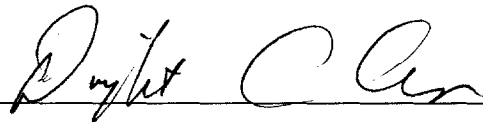
Whereas, H.A., Inc. ("Assignor"), 103 Foulk Road, Suite 214, Wilmington, Delaware 19083, has adopted and used and is using the following marks and owns registrations of the following marks at the United States Patent and Trademark Office:

EARTH HERITAGE FUND, Registration No. 2,347,057
SUNRISE, Registration No. 2,087,764
SUNRISE, Registration No. 2,079,337
WEINERDOG, Registration No. 2,712,096
Dog Design, Registration No. 2,798,787

Whereas, Sunrise Publications, Inc. ("Assignee"), 1145 Sunrise Greetings Court, Bloomington, Indiana 47404, is desirous of acquiring said marks and any registrations thereof (including, but not limited to, the registrations listed above).

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee, effective December 16, 2003, all of Assignor's right, title and interest in and to the said marks, together with the goodwill of the business symbolized by each of the respective marks, and the above-identified registrations thereof.

H.A., INC.

By 

Dwight C. Arn
Vice President