

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	04/15/2010		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Hallmark Licensing, Inc.		05/07/2010
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Allied Products Corporation		
Street Address:	1420 Kansas Avenue		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64127		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	1044273	SPRINGBOK
CORRESPONDENCE DATA			
Fax Number:	(913)647-9057		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	913-647-9050		
Email:	tmdocketing.vanhoozer@hoveywilliams.com		
Correspondent Name:	Thomas H. Van Hoozer		
Address Line 1:	10801 Mastin Blvd.		
Address Line 2:	Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210		
ATTORNEY DOCKET NUMBER:	41800; 4845.003		
NAME OF SUBMITTER:	Thomas H. Van Hoozer		
Signature:	/Thomas H. Van Hoozer/		

CH \$40.00 1044273

Date:

05/26/2010

Total Attachments: 1

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