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	Entity Type
Hallmark Licensing, Inc.		05/07/2010	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

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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/
	TRADEMARK

900163369 REEL: 004215 FRAME: 0296

Date:	05/26/2010
Total Attachments: 1 source=SpringbokExecutedAssignment#page1.tif	

TRADEMARK REEL: 004215 FRAME: 0297

ASSIGNMENT

WHEREAS, Hallmark Licensing, Inc., a corporation of Delaware, having its principal place of business at 2440 Pershing Road, Kansas City, Missouri 64108, has adopted, used and is using the mark SPRINGBOK, (hereinafter "said Mark") which is registered in the United States Patent and Trademark Office as Registration No. 1,044,273 (hereinafter the "Registration"); and

WHEREAS, Allied Products Corporation, a corporation of Missouri, having its principal place of business at 1420 Kansas Avenue, Kansas City, Missouri 64127, is desirous of acquiring said Mark and the Registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Hallmark Licensing, Inc. does hereby assign unto the said Allied Products Corporation, all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof together with the right to sue for and collect on all claims for damages by reason of st infringement of said Mark

past intringement of said Mark.
IN WITNESS WHEREOF, this instrument has been duly executed on the 7th day of
may, 2010, nunc pro tunc as of 15 April 2010, to be effective from said latte
date.
HALLMARK LICENSING, INC.
By Sein O
Name: Brian E. Gardner

State of Missouri) ss: County of Jackson

Subscribed and sworn to before me this The day of May

Andra S. Arnell

20/0.

Title: Vice President

My Commission Expires:

March 14 2012

(SEAL)

Notary Public - Notary Seat STATE OF MISSOURI Cass County My Commission Expries: March 14, 2012 Commission # 08379956

SANDRAS ARNALL

TRADEMARK RECORDED: 05/28/2010 **REEL: 004215 FRAME: 0298**