

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM345320

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Simplicity Pattern Co., Inc.		04/01/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Wm. Wright Co.		
Street Address:	6050 Dana Way		
City:	Antioch		
State/Country:	TENNESSEE		
Postal Code:	37013		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4103189	I TAUGHT MYSELF KNITTING	
Registration Number:	4081352	I TAUGHT MYSELF TO CROCHET	
CORRESPONDENCE DATA			
Fax Number:	3128324700		
<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>			
Phone:	312-832-4552		
Email:	delder@foley.com,jolsen@foley.com		
Correspondent Name:	Diane G. Elder		
Address Line 1:	321 North Clark Street, Suite 2800		
Address Line 4:	Chicago, ILLINOIS 60654		
ATTORNEY DOCKET NUMBER:	105219-0101		
NAME OF SUBMITTER:	Diane G. Elder		
SIGNATURE:	/Diane Grace Elder;/;dge;/;61590/		
DATE SIGNED:	06/22/2015		
Total Attachments: 2			
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OP \$65.00 4103189

TRADEMARK ASSIGNMENT

This Trademark Assignment, effective April 1, 2014, is entered into by and between Simplicity Pattern Co., Inc., a Delaware corporation, having a place of business at 2 Park Avenue, New York, New York 10016 ("Assignor") and Wm. Wright Co., a Delaware corporation, having a place of business at 6050 Dana Way, Antioch, Tennessee 37013 ("Assignee").


WHEREAS, Assignor is the owner of the marks I TAUGHT MYSELF KNITTING for use in connection with booklets in the field of knitting and I TAUGHT MYSELF TO CROCHET for use in connection with booklets in the field of crochet ("Marks") and the United States trademark registrations for the Marks identified on Schedule A, attached hereto and made a part hereof;

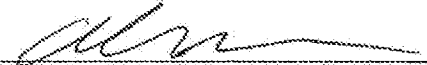
WHEREAS, Assignor desires to sell, assign and transfer to Assignee all of its right, title and interest in and to the Marks, including the United States trademark registrations identified on the attached Schedule A, together with the goodwill of the business connected with and symbolized by the Marks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, hereby sells, assigns and transfers to Assignee, all of its right, title and interest in and to the Marks, including the United States trademark registrations identified on the attached Schedule A, together with the goodwill of the business connected with and symbolized by the Marks.

Assignor agrees to execute any and all documents and to do any such further acts that shall be required in order for Assignee to secure such rights hereby sold, transferred and assigned.

IN WITNESS WHEREOF, the parties have caused their respective duly authorized representatives to execute this Trademark Assignment.

WM. WRIGHT CO.
By: 
Name: Don Mattinagy
Title: VP Product Development
Date: 6-19-15

SIMPLICITY PATTERN CO., INC.
By: 
Name: Anna Seretis
Title: SVP and General Counsel
Date: 6-22-15

SCHEDULE A TO TRADEMARK ASSIGNMENT

I TAUGHT MYSELF KNITTING, U.S. Reg. No. 4,103,189

I TAUGHT MYSELF TO CROCHET, U.S. Reg. No. 4,081,352