

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM439201

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
EV8, LLC		08/14/2017	Limited Liability Company: MISSOURI
RECEIVING PARTY DATA			
Name:	Hallmark Licensing, LLC		
Street Address:	2501 McGee Trafficway		
Internal Address:	Legal Division, MD #339		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64108		
Entity Type:	Limited Liability Company: KANSAS		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4942316	CMI	
Registration Number:	4919827	CORE MOTIVATIONS INDICATOR	
Registration Number:	4919826	CORE MOTIVATIONS INDICATOR	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	8165453187		
Email:	lisa.schuver@hallmark.com		
Correspondent Name:	Albert P. Mauro, Jr., Esq.		
Address Line 1:	2501 McGee Trafficway		
Address Line 2:	Hallmark Cards Legal Division, MD #339		
Address Line 4:	Kansas City, MISSOURI 64108		
NAME OF SUBMITTER:	Albert P. Mauro, Jr.		
SIGNATURE:	/Albert P. Mauro, Jr./		
DATE SIGNED:	08/14/2017		
Total Attachments: 1			
source=lms-ev8-assign_201708141455#page1.tif			

CH \$90.00 4942316

ASSIGNMENT

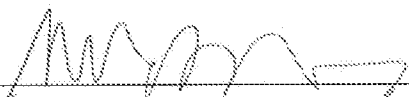
Whereas, EV8, LLC ("Assignor"), 2555 Grand Blvd., Kansas City, Missouri 64108, has adopted and used and is using the following marks and owns registrations of the following marks at the United States Patent and Trademark Office:

CMI, Registration No. 4942316, Class 35
CORE MOTIVATIONS INDICATOR, Registration No. 4919827, Class 35
CORE MOTIVATIONS INDICATOR, Registration No. 4919826, Class 45

Whereas, Hallmark Licensing, LLC ("Assignee"), 2501 McGee Trafficway, Kansas City, Missouri 64108, is desirous of acquiring said marks and any registrations thereof.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee, effective August 14, 2017, 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.

EV8, LLC

By  _____

Albert P. Mauro, Jr.

Vice President