

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM499055

|   |  |                       |  |
|---|--|-----------------------|--|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |  |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |  |
| <b>CONVEYING PARTY DATA</b>   |  |                       |  |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>                     |
| K & Company LLC   |  | 08/31/2018            | Limited Liability Company:<br>DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |  |                       |  |
| <b>Name:</b>  | American Crafts, L.C.                              |                       |  |
| <b>Street Address:</b>  | 588 West 400 South, Suite 300                      |                       |  |
| <b>City:</b>  | Lindon   |                       |  |
| <b>State/Country:</b>   | UTAH   |                       |  |
| <b>Postal Code:</b>   | 84042  |                       |  |
| <b>Entity Type:</b>   | Limited Liability Company: UTAH                    |                       |  |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |  |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |  |
| <b>Registration Number:</b>   | 4147820  | SMASH                 |  |
| <b>CORRESPONDENCE DATA</b>  |  |                       |  |
| <b>Fax Number:</b>  | 8013753865   |                       |  |
| <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> |  |                       |  |
| <b>Phone:</b>   | 8013756600   |                       |  |
| <b>Email:</b>   | ipmail@djplaw.com                                  |                       |  |
| <b>Correspondent Name:</b>  | Brick Power  |                       |  |
| <b>Address Line 1:</b>  | 3301 N. Thanksgiving Way, Suite 400                |                       |  |
| <b>Address Line 4:</b>  | Lehi, UTAH 84043                                   |                       |  |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 41719-100  |                       |  |
| <b>NAME OF SUBMITTER:</b>   | Brick G. Power                                     |                       |  |
| <b>SIGNATURE:</b>   | /brick g power/                                    |                       |  |
| <b>DATE SIGNED:</b>   | 11/20/2018   |                       |  |
| <b>Total Attachments: 16</b>  |  |                       |  |
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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into this 31<sup>st</sup> day of August, 2018 by and among EK Success Ltd., a New York Corporation ("EK"), and K & Company LLC, a Delaware limited liability company ("K&Co" and, together with EK, "Assignor"), in favor of American Crafts L.C., a Utah limited liability company ("Assignee").

WITNESSETH:

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks identified in Schedule A (hereinafter the "Trademarks");

WHEREAS, Assignor and Assignee are parties to an Asset Purchase Agreement, dated as of the date hereof (the "APA"), by and among Assignor, Assignee, and the other parties listed thereto, pursuant to which Assignor agrees to assign to Assignee its right, title, and interest in and to certain assets, including the Trademarks; and

WHEREAS, Assignor and Assignee wish to document the assignment to Assignee of Assignor's title, interest, and rights in and to each of the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound, Assignor and Assignee hereby agree as follows:

Section 1. Assignment. Assignor hereby assigns and transfers to Assignee all of Assignor's right, title, and interest in and to each of the Trademarks, together with the goodwill of the business which is symbolized by each of the Trademarks, and in and to all income, royalties, damages, claims, and payments now or hereafter due or payable with respect thereto, and the right to sue and recover any damages, profits, and other remedies for past, present, and future infringements or violations of any of the Trademarks.

Section 2. Acknowledgement. Assignor hereby acknowledges and agrees that from and after the date hereof, Assignee shall be the exclusive owner of all Assignor's right, title, and interest in and to each of the Trademarks.

Section 3. Further Assurances. Assignor hereby covenants, at the reasonable request of Assignee, to do and perform, or to cause to be done and performed, all further acts and things, and to execute and deliver all further documents, in order to carry out the intent and accomplish the purposes of this Assignment and the consummation of the transactions contemplated hereby.

Section 4. Governing Law. This Assignment and any claim or controversy hereunder shall be governed by and construed in accordance with the laws of the State of Delaware without giving effect to the principles of conflict of laws thereof.

Section 5. Entire Agreement. This Assignment, together with the APA, contains the entire undertaking of Assignor with respect to the subject matter hereof, and merges and

supersedes all prior and contemporaneous discussions, agreements, and understandings of Assignor and Assignee relating to the subject matter hereof. The parties hereto intend that this Assignment is for recordation purposes only and its terms shall not modify and shall be subject to the applicable terms and conditions of the APA, which govern the parties' rights and interests in the Trademarks. In the event of any conflict between the terms of this Assignment and the terms of the APA, the terms of the APA shall control.

*[Signature Page Follows]*

IN WITNESS WHEREOF, Assignor has duly  
executed this Assignment as of the date first above-written.

**EK:**

**EK SUCCESS LTD.**

By:   
Name: \_\_\_\_\_  
Title: **Susan Buchta, CEO**

**K&CO:**

**K & COMPANY LLC**

By:   
Name: \_\_\_\_\_  
Title: **Susan Buchta, CEO**

**Schedule A**

| <b>Owner</b>       | <b>Trademark</b> | <b>Country</b>    | <b>App. No.</b> | <b>App. Date</b> | <b>Reg. No</b> | <b>Reg. Date</b> | <b>Status</b> |
|--------------------|------------------|-------------------|-----------------|------------------|----------------|------------------|---------------|
| EK Success Ltd.    | EK Tools         | Argentina         | 3.118.885       | 29-Sep-11        | 2546956        | 21-Dec-12        | Registered    |
| EK Success Ltd.    | EK Tools         | Argentina         | 3.118.883       | 29-Sep-11        | 2546954        | 21-Dec-12        | Registered    |
| EK Success Ltd.    | EK Tools         | Argentina         | 3.118.882       | 29-Sep-11        | 2546953        | 21-Dec-12        | Registered    |
| EK Success Ltd.    | EKSuccess Brands | Argentina         | 3.118.880       | 29-Sep-11        | 3.118.880      | 7/15/2013        | Registered    |
| EK Success Ltd.    | EKSuccess Brands | Argentina         | 3.118.871       | 29-Sep-11        | 2597089        | 07-Oct-13        | Registered    |
| EK Success Ltd.    | EKSuccess Brands | Argentina         | 3.118.881       | 29-Sep-11        | 2546952        | 21-Dec-12        | Registered    |
| EK Success Ltd.    | EKSuccess Brands | Argentina         | 3.118.879       | 29-Sep-11        | 2546951        | 21-Dec-12        | Registered    |
| EK Success Ltd.    | EKSuccess Brands | Argentina         | 3.118.877       | 29-Sep-11        | 2546950        | 21-Dec-12        | Registered    |
| EK Success Ltd.    | EKSuccess Brands | Argentina         | 3.118.876       | 29-Sep-11        | 2546949        | 21-Dec-12        | Registered    |
| EK Success Ltd.    | EKSuccess Brands | Argentina         | 3.118.875       | 29-Sep-11        | 2546948        | 21-Dec-12        | Registered    |
| EK Success Ltd.    | EKSuccess Brands | Argentina         | 3.118.874       | 29-Sep-11        | 2546947        | 21-Dec-12        | Registered    |
| EK Success Ltd.    | EKSuccess Brands | Argentina         | 3.118.873       | 29-Sep-11        | 2546946        | 21-Dec-12        | Registered    |
| EK Success Ltd.    | EKSuccess Brands | Argentina         | 3.118.872       | 29-Sep-11        | 2546945        | 21-Dec-12        | Registered    |
| EK Success Ltd.    | Jolee's Boutique | Argentina         | 3139537         | 13-Jan-12        | 3139537        | 5/17/2013        | Registered    |
| EK Success Ltd.    | Jolee's Boutique | Argentina         | 3139538         | 13-Jan-12        | 2569601        | 17-May-13        | Registered    |
| EK Success Ltd.    | Sticko           | Argentina         | 3.118.886       | 21-Dec-12        | 2546957        | 21-Dec-12        | Registered    |
| EK Success Ltd.    | Jolee's Jewels   | Australia         | 1314918         | 13-Aug-09        | 965340         | 13-Aug-09        | Registered    |
| EK Success Ltd.    | EK Tools         | Australia<br>WIPO | A0025336        | 11-Jul-11        | 1093248        | 11-Jul-11        | Registered    |
| EK Success Ltd.    | EKSuccess Brands | Australia<br>WIPO | A0028692        | 05-Mar-12        | 1134198        |                  | Registered    |
| K & Company<br>LLC | Grand Adhesions  | Australia<br>WIPO |                 |                  | 1075159        | 22-Mar-05        | Registered    |
| EK Success Ltd.    | Jolee's Boutique | Australia<br>WIPO | A0027855        | 05-Jan-12        | 1116417        | 05-Jan-12        | Registered    |
| K & Company<br>LLC | K K&Company logo | Australia<br>WIPO | A0027949        | 11-Jan-12        | 1109588        | 11-Jan-12        | Registered    |

| Owner           | Trademark              | Country        | App. No.  | App. Date | Reg. No   | Reg. Date                    | Status     |
|-----------------|------------------------|----------------|-----------|-----------|-----------|------------------------------|------------|
| K & Company LLC | K&CompanySMAS H*design | Australia WIPO | A0026430  | 11-Jan-12 | 1096626   | 11-Jan-12                    | Registered |
| EK Success Ltd. | Spotted Canary School  | Australia WIPO | A0027968  | 13-Jan-12 | 1108164   | 13-Jan-12                    | Registered |
| EK Success Ltd. | Sticko                 | Australia WIPO | A0026066  | 01-Sep-11 | 1097562   | 01-Sep-11                    | Registered |
| EK Success Ltd. | EK Tools               | Brazil         | 831205210 | 23-Nov-11 | 831205210 | 10-Mar-15                    | Registered |
| EK Success Ltd. | EK Tools               | Brazil         | 904277569 | 23-Nov-11 | 904277569 | 1/2/2018                     | Registered |
| EK Success Ltd. | EK Tools               | Brazil         | 831205210 | 23-Nov-11 | 831205210 | 3/10/2015                    | Registered |
| EK Success Ltd. | EKSuccess Brands       | Brazil         | 831261153 | 16-Dec-11 | 831261153 | 03-Feb-15                    | Registered |
| EK Success Ltd. | EKSuccess Brands       | Brazil         | 831261110 | 16-Dec-11 | 831261110 | 03-Feb-15                    | Registered |
| EK Success Ltd. | EKSuccess Brands       | Brazil         | 831261137 | 16-Dec-11 | 831261137 | 03-Feb-15                    | Registered |
| EK Success Ltd. | EKSuccess Brands       | Brazil         | 831261145 | 16-Dec-11 | 831261145 | 03-Feb-15                    | Registered |
| EK Success Ltd. | EKSuccess Brands       | Brazil         | 831261161 | 16-Dec-11 | 831261161 | 03-Feb-15                    | Registered |
| EK Success Ltd. | EKSuccess Brands       | Brazil         | 831261196 | 16-Dec-11 | 831261196 | 03-Feb-15                    | Registered |
| EK Success Ltd. | EKSuccess Brands       | Brazil         | 831261200 | 16-Dec-11 | 831261200 | 03-Feb-15                    | Registered |
| EK Success Ltd. | EKSuccess Brands       | Brazil         | 831261102 | 16-Dec-11 | 831261102 | 03-Feb-15                    | Registered |
| EK Success Ltd. | EKSuccess Brands       | Brazil         | 831261170 | 16-Dec-11 | 831261170 | 03-Feb-15                    | Registered |
| EK Success Ltd. | EKSuccess Brands       | Brazil         | 831261188 | 16-Dec-11 | 831261188 | 03-Feb-15                    | Registered |
| K & Company LLC | K K & Company          | Brazil         | 840058730 | 16-Mar-12 | 840058730 | 2/20/2018                    | Registered |
| K & Company LLC | K K&Company logo       | Brazil         | 840058640 | 16-Mar-12 | 840058640 | 03-Oct-25                    | Registered |
| K & Company LLC | K&CompanySMAS H*design | Brazil         | 840058756 | 16-Mar-12 |           | Waiting for Reg. Certificate | Registered |
| K & Company LLC | K&CompanySMAS H*design | Brazil         | 840058810 | 16-Mar-12 | 840058810 | 03-Oct-15                    | Registered |

| Owner           | Trademark                              | Country | App. No.   | App. Date | Reg. No     | Reg. Date                    | Status     |
|-----------------|--|---------|------------|-----------|-------------|------------------------------|------------|
| EK Success Ltd. | Sticko                                 | Brazil  | 831204516  | 01-Nov-11 |             | Waiting for Reg. Certificate | Registered |
| EK Success Ltd. | A Touch of Jolee's                     | Canada  | 1559627    | 13-Jan-12 | TMA848127   | 09-Apr-13                    | Registered |
| K & Company LLC | Abrianna                               | Canada  | 1519203    | 16-Mar-11 | TMA872820   | 06-Mar-14                    | Registered |
| EK Success Ltd. | All That Bling                         | Canada  | 1559628    | 13-Jan-12 | TMA893499   | 08-Jan-15                    | Registered |
| K & Company LLC | Chalk It Now                           | Canada  | 1673345    | 18-Apr-14 | TMA965574   | 13-Mar-17                    | Registered |
| K & Company LLC | Chipbox                                | Canada  | 1519206    | 16-Mar-11 | TMA827176   | 27-Jun-12                    | Registered |
| EK Success Ltd. | Circle Scissor Pro                     | Canada  | 1627307    | 17-May-13 | TMA913157   | 04-Sep-15                    | Registered |
| K & Company LLC | Clearly Yours                          | Canada  | 1519208    | 15-Mar-11 | TMA827180   | 27-Jun-12                    | Registered |
| EK Success Ltd. | Curvy Cutter                           | Canada  | 1675649    | 05-May-14 | TMA965328   | 3/19/2017                    | Registered |
| EK Success Ltd. | Cutter Bee                             | Canada  | 1520374    | 23-Mar-11 | TMA870,728  | 05-Feb-14                    | Registered |
| EK Success Ltd. | Cutterpede                             | Canada  | 1520375    | 23-Mar-11 | TMA885564   | 20-Sep-14                    | Registered |
| EK Success Ltd. | Dotto                                  | Canada  | 1520376    | 23-Mar-11 | TMA891897   | 09-Dec-14                    | Registered |
| K & Company LLC | Edamame                                | Canada  | 1506175    | 07-Dec-10 | TMA865582   | 20-Nov-13                    | Registered |
| EK Success Ltd. | EK Success                             | Canada  | 1520909    | 28-Mar-11 | TMA915643   | 9/30/2015                    | Registered |
| EK Success Ltd. | EK Tools                               | Canada  | 1518790    | 11-Mar-11 | TMA872887   | 07-Mar-14                    | Registered |
| EK Success Ltd. | EK Tools                               | Canada  | 1518791    | 11-Mar-11 | TMA872836   | 07-Mar-14                    | Registered |
| EK Success Ltd. | EKSuccess Brands                       | Canada  | 1520911    | 28-Mar-11 | TMA 857,575 | 13-Aug-13                    | Registered |
| K & Company LLC | For the moments and musings that stick | Canada  | 1505821    | 30-Nov-10 | TMA861934   | 03-Oct-13                    | Registered |
| K & Company LLC | Grand Adhesions                        | Canada  | 1520174    | 22-Mar-11 | TMA861849   | 02-Oct-13                    | Registered |
| EK Success Ltd. | Jolee's                                | Canada  | 1394394-00 | 06-May-08 | TMA798567   | 26-May-11                    | Registered |
| EK Success Ltd. | Jolee's Boutique                       | Canada  | 1558600    | 05-Jan-12 | TMA907440   | 29-Jun-15                    | Registered |



| Owner           | Trademark   | Country | App. No. | App. Date | Reg. No    | Reg. Date | Status     |
|-----------------|---|---------|----------|-----------|------------|-----------|------------|
| EK Success Ltd. | Jolee's Boutique                                    | Canada  | 1520377  | 23-Mar-11 | TMA851794  | 28-May-13 | Registered |
| EK Success Ltd. | Jolee's By You                                      | Canada  | 1520380  | 23-Mar-11 | TMA885565  | 10-Sep-14 | Registered |
| EK Success Ltd. | Jolee's Jewels                                      | Canada  | 1448049  | 12-Aug-09 | TMA780302  | 21-Oct-10 | Registered |
| K & Company LLC | K K & Company                                       | Canada  | 1715913  | 19-Feb-15 | MA966508   | 23-Mar-17 | Registered |
| K & Company LLC | K&CompanySMAS H* Design                             | Canada  | 1545117  | 26-Sep-11 | TMA887213  | 01-Oct-14 | Registered |
| K & Company LLC | Life's Little Occasions                             | Canada  | 1520173  | 01-Apr-11 | TMA872818  | 06-Mar-14 | Registered |
| K & Company LLC | Preserve your memories. Preserve your earth.        | Canada  | 1536301  | 19-Jul-11 | TMA844578  | 25-Feb-13 | Registered |
| K & Company LLC | Smash   | Canada  | 1536302  | 19-Jul-11 | TMA882458  | 18-Jul-14 | Registered |
| K & Company LLC | SmashFolio  | Canada  | 1506829  | 08-Dec-10 | TMA 850501 | 08-May-13 | Registered |
| EK Success Ltd. | Sticko  | Canada  | 1520382  | 23-Mar-11 | TMA875956  | 16-Apr-14 | Registered |
| EK Success Ltd. | Stickopotamus                                       | Canada  | 1524052  | 18-Apr-11 | TMA867185  | 11-Dec-13 | Registered |
| EK Success Ltd  | STICKO-STICK IT TO THE ORDINARY                     | Canada  | 1755516  | 18-Nov-15 |            |           | Pending    |
| K & Company LLC | Sweet Nectar  | Canada  | 1506171  | 06-Dec-10 | TMA866513  | 02-Dec-13 | Registered |
| K & Company LLC | Tag Pad   | Canada  | 1531016  | 09-Jun-11 | TMA841305  | 28-Jan-13 | Registered |
| K & Company LLC | Themed on-the-go pad for lifes lists and happenings | Canada  | 1514277  | 08-Feb-11 | TMA870890  | 07-Feb-14 | Registered |
| K & Company LLC | K & Company   | China   | 5232307  | 22-Mar-06 | 5232307    | 21-Jun-09 | Registered |
| K & Company LLC | K & Company   | China   | 5232306  | 22-Mar-06 | 5232306    | 13-Jun-09 | Registered |
| K & Company LLC | K & Company   | China   | 5232308  | 22-Mar-06 | 5232308    | 13-Jun-09 | Registered |
| K & Company LLC | K Design  | China   | 5232303  | 22-Mar-06 | 5232303    | 19-Jun-09 | Registered |
| K & Company LLC | K Design  | China   | 5232304  | 22-Mar-06 | 5232304    | 14-Jun-09 | Registered |

| Owner           | Trademark              | Country                   | App. No.  | App. Date | Reg. No   | Reg. Date | Status     |
|-----------------|------------------------|---------------------------|-----------|-----------|-----------|-----------|------------|
| K & Company LLC | K Design               | China                     | 5232302   | 22-Mar-06 | 5232302   | 14-Jun-09 | Registered |
| EK Success Ltd. | EKSuccess Brands       | China<br>WIPO             | A0028692  | 05-Mar-12 | 1134198   |           | Registered |
| EK Success Ltd. | Jolee's Boutique       | China<br>WIPO             | A0027855  | 05-Jan-12 | 1116417   | 05-Jan-12 | Registered |
| K & Company LLC | K K&Company logo       | China<br>WIPO             | A0027949  | 11-Jan-12 | 1109588   | 11-Jan-12 | Registered |
| K & Company LLC | K&CompanySMAS H*design | China<br>WIPO             | A0026430  | 11-Jan-12 | 1096626   | 26-Sep-11 | Registered |
| EK Success Ltd. | Spotted Canary School  | China<br>WIPO             | A0027968  | 13-Jan-12 | 1108164   | 13-Jan-12 | Registered |
| EK Success Ltd. | EKSuccess Brands       | EU/WIP<br>O               |           |           | 1134198   | 05-Mar-12 | Registered |
| EK Success Ltd. | Jolee's Boutique       | European<br>Union         | 2798411   | 05-Aug-02 | 2798411   | 08-Aug-03 | Registered |
| EK Success Ltd. | Jolee's Jewels         | European<br>Union         | 008480666 | 12-Aug-09 | 008480666 | 12-Aug-09 | Registered |
| K & Company LLC | Smash                  | European<br>Union         | 009987462 | 23-May-11 | 009987462 | 23-May-11 | Registered |
| K & Company LLC | Smashjournal           | European<br>Union         | 009987496 | 31-Aug-11 | 010176493 | 15-Dec-11 | Registered |
| EK Success Ltd. | EK Tools               | European<br>Union<br>WIPO | A0025336  | 11-Jul-11 | 1093248   | 11-Jul-11 | Registered |
| EK Success Ltd. | EKSuccess Brands       | European<br>Union<br>WIPO | A0028692  | 05-Mar-12 | 1134198   | 05-Mar-12 | Registered |
| K & Company LLC | Grand Adhesions        | European<br>Union<br>WIPO |           | 22-Mar-05 | 858336    | 22-Mar-05 | Registered |
| EK Success Ltd. | Jolee's Boutique       | European<br>Union<br>WIPO | A0027855  | 05-Jan-12 | 1116417   | 05-Jan-12 | Registered |
| K & Company LLC | K K&Company logo       | European<br>Union<br>WIPO | A0027949  | 11-Jan-12 | 1109588   | 11-Jan-12 | Registered |
| K & Company LLC | K&CompanySMAS H*design | European<br>Union<br>WIPO | A0026430  | 21-Sep-11 | 1096626   | 26-Sep-11 | Registered |
| EK Success Ltd. | Spotted Canary School  | European<br>Union<br>WIPO | A0027968  | 13-Jan-12 | 1108164   | 13-Jan-12 | Registered |
| EK Success Ltd. | Sticko                 | European<br>Union<br>WIPO | A002600   | 01-Sep-11 | 1097562   | 01-Sep-11 | Registered |

| Owner           | Trademark              | Country    | App. No.  | App. Date | Reg. No   | Reg. Date | Status     |
|-----------------|------------------------|------------|-----------|-----------|-----------|-----------|------------|
| K & Company LLC | Grand Adhesions        | Hong Kong  | 300392904 | 29-Mar-05 | 300392904 | 29-Mar-05 | Registered |
| K & Company LLC | K & Company            | Hong Kong  | 300604070 | 21-Mar-06 | 300604070 | 20-Nov-06 | Registered |
| K & Company LLC | K Design               | Hong Kong  | 300604089 | 21-Mar-06 | 300604089 | 20-Nov-06 | Registered |
| EK Success Ltd. | EK Tools               | Japan WIPO | A0025336  | 11-Jul-11 | 1093248   | 11-Jan-13 | Registered |
| EK Success Ltd. | EKSuccess Brands       | Japan WIPO | A0028692  | 05-Mar-12 | 1134198   | 04-Jul-14 | Registered |
| EK Success Ltd. | Jolee's Boutique       | Japan WIPO | A0027855  | 05-Jan-12 | 1116417   | 05-Jan-12 | Registered |
| K & Company LLC | K K&Company logo       | Japan WIPO | A0027949  | 11-Jan-12 | 1109588   | 11-Jan-12 | Registered |
| K & Company LLC | K&CompanySMAS H*design | Japan WIPO | A0026430  | 21-Sep-11 | 1096626   | 26-Sep-11 | Registered |
| EK Success Ltd. | Spotted Canary School  | Japan WIPO | A0027968  | 13-Jan-12 | 1108164   | 13-Jan-12 | Registered |
| EK Success Ltd. | Sticko                 | Japan WIPO | A0026066  | 01-Sep-11 | 1097562   | 01-Sep-11 | Registered |
| EK Success Ltd. | EK Tools               | Mexico     | 1191114   | 30-Jun-11 | 1302111   | 07-Aug-12 | Registered |
| EK Success Ltd. | EK Tools               | Mexico     | 1191113   | 30-Jun-11 | 1273961   | 30-Jun-11 | Registered |
| EK Success Ltd. | EK Tools               | Mexico     | 1191115   | 30-Jun-11 | 1251960   | 30-Jun-11 | Registered |
| EK Success Ltd. | EK Tools               | Mexico     | 1191117   | 30-Jun-11 | 1251962   | 30-Jun-11 | Registered |
| EK Success Ltd. | EK Tools               | Mexico     | 1191116   | 30-Jun-11 | 1251961   | 30-Jun-11 | Registered |
| EK Success Ltd. | EKSuccess Brands       | Mexico     | 1216412   | 30-Sep-11 | 1269352   |           | Registered |
| EK Success Ltd. | EKSuccess Brands       | Mexico     | 1216410   | 30-Sep-11 | 1295798   | 09-Jul-12 | Registered |
| EK Success Ltd. | EKSuccess Brands       | Mexico     | 1216409   | 30-Sep-11 | 1297462   | 16-Jul-12 | Registered |
| EK Success Ltd. | EKSuccess Brands       | Mexico     | 1216407   | 30-Sep-11 | 1290764   | 13-Jun-12 | Registered |
| EK Success Ltd. | EKSuccess Brands       | Mexico     | 1216403   | 30-Sep-11 | 1270199   | 30-Sep-11 | Registered |
| EK Success Ltd. | EKSuccess Brands       | Mexico     | 1216402   | 30-Sep-11 | 1290147   | 06-Nov-12 | Registered |
| EK Success Ltd. | EKSuccess Brands       | Mexico     | 1216400   | 30-Sep-11 | 1306440   | 24-Aug-12 | Registered |
| EK Success Ltd. | EKSuccess Brands       | Mexico     | 1216397   | 30-Sep-11 | 1293715   | 27-Jun-12 | Registered |

| Owner           | Trademark              | Country     | App. No.  | App. Date | Reg. No | Reg. Date | Status     |
|-----------------|------------------------|-------------|-----------|-----------|---------|-----------|------------|
| EK Success Ltd. | EKSuccess Brands       | Mexico      | 1216395   | 30-Sep-11 | 1270198 | 30-Sep-11 | Registered |
| EK Success Ltd. | Jolee's Boutique       | Mexico      | 1241408   | 13-Jan-12 | 1293771 | 27-Jun-12 | Registered |
| EK Success Ltd. | Jolee's Boutique       | Mexico      | 1241407   | 13-Jan-12 | 1293770 | 27-Jun-12 | Registered |
| K & Company LLC | K K & Company design   | Mexico      | 1254476   | 02-Mar-12 | 1303238 | 13-Aug-12 | Registered |
| K & Company LLC | K&CompanySMAS H*design | Mexico      | 1254469   | 02-Mar-12 | 1356532 | 21-Mar-13 | Registered |
| K & Company LLC | K&CompanySMAS H*design | Mexico      | 1254473   | 03-Feb-12 | 1306661 | 24-Aug-12 | Registered |
| EK Success Ltd. | Sticko                 | Mexico      | 1216394   | 30-Sep-11 | 1305915 | 23-Aug-12 | Registered |
| EK Success Ltd. | EK Tools               | New Zealand | 848270    | 26-Aug-11 | 848270  | 26-Aug-11 | Registered |
| EK Success Ltd. | EKSuccess Brands       | New Zealand | 854900    | 10-Jan-12 | 854900  | 10-Jan-12 | Registered |
| EK Success Ltd. | Jolee's Boutique       | New Zealand | 854758    | 06-Jan-12 | 854758  | 13-Jul-11 | Registered |
| K & Company LLC | K K&Company logo       | New Zealand | 855057    | 02-Sep-11 | 855057  | 02-Sep-11 | Registered |
| K & Company LLC | K&CompanySMAS H*design | New Zealand | 855054    | 13-Jan-12 | 855054  | 16-Sep-11 | Registered |
| EK Success Ltd. | Spotted Canary School  | New Zealand | 855207    | 17-Jan-12 | 855207  | 17-Jan-12 | Registered |
| EK Success Ltd. | Sticko                 | New Zealand | 855056    | 13-Jan-12 | 855056  | 13-Jan-12 | Registered |
| EK Success Ltd. | EK Tools               | Norway WIPO | A0026445  | 27-Sep-11 | 1095271 | 17-Sep-11 | Registered |
| EK Success Ltd. | EKSuccess Brands       | Norway WIPO | A0028692  | 05-Mar-12 | 1134198 | 5/3/2012  | Registered |
| EK Success Ltd. | Jolee's Boutique       | Norway WIPO | A0027855  | 05-Jan-12 | 1116417 | 05-Jan-12 | Registered |
| K & Company LLC | K K&Company logo       | Norway WIPO | A0027949  | 11-Jan-12 | 1109588 | 11-Jan-12 | Registered |
| K & Company LLC | K&CompanySMAS H*design | Norway WIPO | A0026430  | 11-Jan-12 | 1096626 | 26-Sep-11 | Registered |
| EK Success Ltd. | Spotted Canary School  | Norway WIPO | A0027968  | 13-Jan-12 | 1108164 | 13-Jan-12 | Registered |
| EK Success Ltd. | Sticko                 | Norway WIPO | A0026066. | 11-Jan-12 | 1097562 | 9/1/2011  | Registered |

| Owner              | Trademark                  | Country           | App. No.   | App. Date | Reg. No    | Reg. Date | Status     |
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| EK Success Ltd.    | EK Tools                   | Singapore<br>WIPO | A0025336   | 11-Jul-11 | 1093248    | 11-Jul-11 | Registered |
| EK Success Ltd.    | EKSuccess Brands           | Singapore<br>WIPO | T1216979D  | 05-Mar-12 | 1134198    | 5/3/2012  | Registered |
| EK Success Ltd.    | Jolee's Boutique           | Singapore<br>WIPO | A0027855   | 05-Jan-12 | 1116417    | 05-Jan-12 | Registered |
| K & Company<br>LLC | K K&Company logo           | Singapore<br>WIPO | A0027949   | 11-Jan-12 | 1109588    | 11-Jan-12 | Registered |
| K & Company<br>LLC | K&CompanySMAS<br>H*design  | Singapore<br>WIPO | A0026430   | 11-Jan-12 | 1096626    | 11-Jan-12 | Registered |
| EK Success Ltd.    | Spotted Canary<br>School   | Singapore<br>WIPO | A0027968   | 13-Jan-12 | 1108164    | 13-Jan-12 | Registered |
| EK Success Ltd.    | Sticko                     | Singapore<br>WIPO | A0026066   | 01-Sep-11 | 1097562    | 01-Sep-11 | Registered |
| EK Success Ltd.    | EK Tools                   | South<br>Africa   | 2012/20966 | 03-Aug-12 | 2012/20966 |           | Registered |
| EK Success Ltd.    | EK Tools                   | South<br>Africa   | 2012/20964 | 03-Aug-12 | 2012/20964 | 27-Feb-15 | Registered |
| EK Success Ltd.    | EKSuccess Brands           | South<br>Africa   | 2012/20963 | 03-Aug-12 | 2012/20963 | 26-Sep-14 | Registered |
| EK Success Ltd.    | EKSuccess Brands           | South<br>Africa   | 2012/20962 | 03-Aug-12 | 2012/20962 | 26-Sep-14 | Registered |
| EK Success Ltd.    | EKSuccess Brands           | South<br>Africa   | 2012/20961 | 03-Aug-12 | 2012/20961 | 26-Sep-14 | Registered |
| EK Success Ltd.    | EKSuccess Brands           | South<br>Africa   | 2012/20960 | 03-Aug-12 | 2012/20960 | 26-Sep-14 | Registered |
| EK Success Ltd.    | EKSuccess Brands           | South<br>Africa   | 2012/20959 | 03-Aug-12 | 2012/20959 | 26-Sep-14 | Registered |
| EK Success Ltd.    | EKSuccess Brands           | South<br>Africa   | 2012/20958 | 03-Aug-12 | 2012/20958 | 26-Sep-14 | Registered |
| EK Success Ltd.    | EKSuccess Brands           | South<br>Africa   | 2012/20957 | 03-Aug-12 | 2012/20957 | 26-Sep-14 | Registered |
| K & Company<br>LLC | Grand Adhesions            | South<br>Africa   | 2005/02946 | 15-Feb-05 | 2005/02946 | 15-Feb-05 | Registered |
| EK Success Ltd.    | Jolee's Boutique           | South<br>Africa   | 2012/20967 | 03-Aug-12 | 2012/20967 | 26-Sep-14 | Registered |
| EK Success Ltd.    | Jolee's Boutique           | South<br>Africa   | 2012/20968 | 03-Aug-12 | 2012/20968 | 26-Sep-14 | Registered |
| K & Company<br>LLC | K&Company logo             | South<br>Africa   | 2012/20973 | 03-Aug-12 | TA3259872  | 24-Dec-14 | Registered |
| K & Company<br>LLC | K&CompanySmash<br>* design | South<br>Africa   | 2012/20975 | 03-Aug-12 | 2012/20975 | 26-Sep-14 | Registered |
| K & Company<br>LLC | K&CompanySmash<br>* design | South<br>Africa   | 2012/20974 | 03-Aug-12 | 2012/20974 | 26-Sep-14 | Registered |
| EK Success Ltd.    | ultimate                   | South<br>Africa   | 2012/20965 | 03-Aug-12 | 2012/20965 | 27-Feb-15 | Registered |

| Owner           | Trademark                 | Country             | App. No.    | App. Date | Reg. No     | Reg. Date | Status     |
|-----------------|---------------------------|---------------------|-------------|-----------|-------------|-----------|------------|
| EK Success Ltd. | EK Tools                  | South Korea<br>WIPO | A0025336    | 11-Jul-11 | 1093248     | 11-Jul-11 | Registered |
| EK Success Ltd. | EKSuccess Brands          | South Korea<br>WIPO | A0028692    | 05-Mar-12 | 1134198     | 05-Mar-12 | Registered |
| EK Success Ltd. | Jolee's Boutique          | South Korea<br>WIPO | A0027855    | 05-Jan-12 | 1116417     | 05-Jan-12 | Registered |
| K & Company LLC | K K&Company logo          | South Korea<br>WIPO | A0027949    | 11-Jan-12 | 1109588     | 11-Jan-12 | Registered |
| K & Company LLC | K&CompanySMAS H*design    | South Korea<br>WIPO | A0026430    | 11-Jan-12 | 1096626     | 03-Sep-14 | Registered |
| EK Success Ltd. | Spotted Canary School     | South Korea<br>WIPO | A0027968    | 13-Jan-12 | 1108164     | 13-Jan-12 | Registered |
| EK Success Ltd. | Sticko                    | South Korea<br>WIPO | A0026066    | 01-Sep-11 | 1097562     | 01-Sep-11 | Registered |
| EK Success Ltd. | EK Tools                  | Switzerland         | 63792/2012  | 16-Nov-12 | 643358      | 13-May-13 | Registered |
| EK Success Ltd. | Jolee's Boutique          | Switzerland         | 63790/2012  | 19-Nov-12 | 661321      | 14-Jul-14 | Registered |
| K & Company LLC | K & Company SMASH*Design  | Switzerland         | 63797/2012  | 19-Nov-12 | 646197      | 15-Jul-13 | Registered |
| K & Company LLC | K K & Company Design      | Switzerland         | 63799/2012  | 19-Nov-12 | 641343      | 21-Mar-13 | Registered |
| EK Success Ltd. | Sticko                    | Switzerland         | 63794/2012  | 19-Nov-12 | 643357      | 13-May-13 | Registered |
| K & Company LLC | K Design                  | Taiwan              | 95013537    | 21-Mar-06 | 01281115    | 16-Sep-07 | Registered |
| EK Success Ltd. | EK Tools                  | Turkey              | 2012/100359 | 03-Dec-12 | 2012/100359 | 03-Dec-12 | Registered |
| EK Success Ltd. | Jolee's Boutique          | Turkey              | 2012/100370 | 03-Dec-12 | 2012/100370 | 03-Dec-12 | Registered |
| K & Company LLC | K & Company SMASH* Design | Turkey              | 2012/100289 | 01-Dec-12 | 2012/100289 | 01-Dec-12 | Registered |
| K & Company LLC | K K & Company Logo        | Turkey              | 2012/100288 | 01-Dec-12 | 2012/100288 | 01-Dec-12 | Registered |
| EK Success Ltd. | Sticko                    | Turkey              | 2012/100290 | 01-Dec-12 |             | 10-May-16 | Registered |

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| EK Success Ltd. | 3D-Dots               | US      | 76/457145 | 09-Oct-02 | 2832876 | 13-Apr-04 | Registered |
| EK Success Ltd. | All that bling        | US      | 77716165  | 17-Apr-09 | 3829233 | 03-Aug-10 | Registered |
| K & Company LLC | Beyond Postmarks      | US      | 78/441306 | 25-Jun-04 | 3080676 | 11-Apr-06 | Registered |
| K & Company LLC | Chipbox               | US      | 77/525788 | 18-Jul-08 | 3652461 | 07-Jul-09 | Registered |
| EK Success Ltd. | Circle Scissor Pro    | US      | 85662569  | 27-Jun-12 | 2670494 | 23-Jul-13 | Registered |
| K & Company LLC | Clearly Yours         | US      | 77/525795 | 18-Jul-08 | 3580130 | 24-Feb-09 | Registered |
| EK Success Ltd. | Color Bee             | US      | 76/547187 | 26-Sep-03 | 2972221 | 19-Jul-05 | Registered |
| EK Success Ltd. | CornerAdorner         | US      | 76/461279 | 24-Oct-02 | 2828446 | 30-Mar-04 | Registered |
| EK Success Ltd. | Curvy Cutter          | US      | 78/773915 | 15-Dec-05 | 3389960 | 26-Feb-08 | Registered |
| EK Success Ltd. | Cutter Bee            | US      | 76/353562 | 28-Dec-01 | 2744322 | 29-Jul-03 | Registered |
| EK Success Ltd. | Cutterpede            | US      | 76/419657 | 12-Jun-02 | 2900277 | 02-Nov-04 | Registered |
| EK Success Ltd. | Dotto                 | US      | 76/547188 | 26-Sep-03 | 3009192 | 25-Oct-05 | Registered |
| EK Success Ltd. | Dream.Make.Celebrate. | US      | 77/616539 | 18-Nov-08 | 4115248 | 20-Mar-12 | Registered |
| EK Success Ltd. | Easy Image            | US      | 85644573  | 06-Jun-12 | 4913979 | 08-Mar-16 | Registered |
| EK Success Ltd. | Easy Image            | US      | 78/725428 | 03-Oct-05 | 3280758 | 14-Aug-07 | Registered |
| K & Company LLC | Edamame               | US      | 85092545  | 26-Jul-10 | 4154690 | 05-Jun-12 | Registered |
| EK Success Ltd. | EK Success            | US      | 77/295113 | 03-Oct-07 | 3529988 | 11-Nov-08 | Registered |
| EK Success Ltd. | EK Success            | US      | 77/295109 | 03-Oct-07 | 3507468 | 30-Sep-08 | Registered |
| EK Success Ltd. | EK Success            | US      | 77/295105 | 03-Oct-07 | 3501054 | 16-Sep-08 | Registered |
| EK Success Ltd. | EK Success            | US      | 78/714729 | 16-Sep-05 | 3396017 | 11-Mar-08 | Registered |
| EK Success Ltd. | EK Tools              | US      | 85213773  | 10-Jan-11 | 4605746 | 16-Sep-14 | Registered |
| EK Success Ltd. | EK Tools              | US      | 85213765  | 10-Jan-11 | 4361762 | 02-Jul-13 | Registered |

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| EK Success Ltd. | EK Tools                               | US      | 85/978665 | 10-Jan-11 | 4348169 | 04-Jun-13 | Registered |
| EK Success Ltd. | EK Tools design                        | US      | 85697171  | 07-Aug-12 | 4800034 | 25-Aug-15 | Registered |
| EK Success Ltd. | EKSuccess Brands                       | US      | 85414065  | 02-Sep-11 | 4799934 | 25-Aug-15 | Registered |
| EK Success Ltd. | EKSuccess Brands                       | US      | 77/607483 | 05-Nov-08 | 3934862 | 22-Mar-11 | Registered |
| K & Company LLC | Engraved Garden                        | US      | 85095489  | 29-Jul-10 | 4154694 | 05-Jun-12 | Registered |
| K & Company LLC | For the Moments and Musings that Stick | US      | 85058077  | 09-Jun-10 | 4099732 | 14-Feb-12 | Registered |
| K & Company LLC | Frame A Name                           | US      | 85057093  | 08-Jun-10 | 3907841 | 18-Jan-11 | Registered |
| K & Company LLC | Frame A Name                           | US      | 77/023132 | 07-Oct-06 | 3273881 | 07-Aug-07 | Registered |
| K & Company LLC | Grand Adhesions                        | US      | 78/502881 | 20-Oct-04 | 3089592 | 09-May-06 | Registered |
| EK Success Ltd. | Inscribio                              | US      | 76/558677 | 07-Nov-03 | 2967940 | 12-Jul-05 | Registered |
| K & Company LLC | Isabella Grace                         | US      | 85092554  | 26-Jul-10 | 4154691 | 05-Jun-12 | Registered |
| EK Success Ltd. | Jolee's                                | US      | 76/452649 | 20-Sep-02 | 2977071 | 26-Jul-05 | Registered |
| EK Success Ltd. | Jolee's                                | US      | 77908928  | 11-Jan-10 | 4006935 | 02-Aug-11 | Registered |
| EK Success Ltd. | Jolee's                                | US      | 77908950  | 11-Jan-10 | 3874846 | 09-Nov-10 | Registered |
| EK Success Ltd. | Jolee's Boutique                       | US      | 76/297063 | 08-Aug-01 | 2583791 | 18-Jun-02 | Registered |
| EK Success Ltd. | Jolee's Boutique                       | US      | 85370545  | 13-Jul-11 | 4913899 | 08-Mar-16 | registered |
| EK Success Ltd. | Jolee's by You                         | US      | 76/454154 | 01-Oct-02 | 2897772 | 26-Oct-04 | Registered |
| EK Success Ltd. | Jolee's Jewels                         | US      | 77663101  | 04-Feb-09 | 4164862 | 26-Jun-12 | Registered |
| EK Success Ltd. | Jolee's Jewels                         | US      | 77663090  | 04-Feb-09 | 3819289 | 13-Jul-10 | Registered |
| EK Success Ltd. | Jolee's Jewels                         | US      | 77663082  | 04-Feb-09 | 3822740 | 20-Jul-10 | Registered |
| K & Company LLC | K design                               | US      | 77/122621 | 05-Mar-07 | 3991437 | 12-Jul-11 | Registered |
| K & Company LLC | K design                               | US      | 77/122649 | 05-Mar-07 | 3991439 | 12-Jul-11 | Registered |



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| K & Company LLC | K K & Company Design                                | US      | 85982376  | 02-Sep-11 | 4800213 | 25-Aug-15 | Registered |
| K & Company LLC | K&CompanySMAS H* design                             | US      | 85424772  | 16-Sep-11 | 4459537 | 31-Dec-13 | Registered |
| K & Company LLC | Life's Little Occasions                             | US      | 77902960  | 30-Dec-09 | 4010053 | 09-Aug-11 | Registered |
| K & Company LLC | Live it up, glue it down & smash it in.             | US      | 85240194  | 11-Feb-11 | 4165432 | 26-Jun-12 | Registered |
| K & Company LLC | Merryweather  | US      | 85348143  | 16-Jun-11 | 4162354 | 19-Jun-12 | Registered |
| EK Success Ltd. | Nostalgiques  | US      | 76/438856 | 07-Aug-02 | 2897747 | 26-Oct-04 | Registered |
| EK Success Ltd. | Paper Shapers                                       | US      | 75/766116 | 02-Aug-99 | 2397552 | 24-Oct-00 | Registered |
| EK Success Ltd. | Phrase Café   | US      | 76/458222 | 15-Oct-02 | 2805648 | 13-Jan-04 | Registered |
| K & Company LLC | Smash   | US      | 85335240  | 01-Jun-11 | 4147820 | 22-May-12 | Registered |
| K & Company LLC | Smash Folio   | US      | 85095488  | 29-Jul-10 | 4132559 | 24-Apr-12 | Registered |
| K & Company LLC | Smash Inserts                                       | US      | 85335991  | 02-Jun-11 | 4272898 | 08-Jan-13 | Registered |
| EK Success Ltd. | Stamp-A-Ma-Jig                                      | US      | 76/215290 | 23-Feb-01 | 2626395 | 24-Sep-02 | Registered |
| EK Success Ltd. | Stick It To Ordinary                                | US      | 85757513  | 18-Oct-12 | 4649670 | 02-Dec-14 | Registered |
| EK Success Ltd. | Sticko  | US      | 76/000738 | 15-Mar-00 | 2431607 | 27-Feb-01 | Registered |
| EK Success Ltd. | Sticko Functionality                                | US      | 85705224  | 16-Aug-12 | 4415875 | 08-Oct-13 | Registered |
| EK Success Ltd. | STICKOFY  | US      | 85719423  | 04-Sep-12 | 4415895 | 08-Oct-13 | Registered |
| EK Success Ltd. | Stickofy Ur Life                                    | US      | 85719425  | 04-Sep-12 | 4415896 | 08-Oct-13 | Registered |
| EK Success Ltd. | Stickopotamus                                       | US      | 76/000134 | 15-Mar-00 | 2410902 | 05-Dec-00 | Registered |
| K & Company LLC | Studio 112  | US      | 85621346  | 10-May-12 | 4377502 | 30-Jul-13 | Registered |
| K & Company LLC | Studio 112  | US      | 77/078859 | 09-Jan-07 | 3623439 | 19-May-09 | Registered |
| K & Company LLC | Themed on-the-go pad for lifes lists and happenings | US      | 85201990  | 20-Dec-10 | 4103093 | 21-Feb-12 | Registered |

| Owner           | Trademark              | Country        | App. No.  | App. Date | Reg. No  | Reg. Date | Status     |
|-----------------|------------------------|----------------|-----------|-----------|----------|-----------|------------|
| EK Success Ltd. | Whale of a Punch       | US             | 76/309396 | 04-Sep-01 | 2698598  | 18-Mar-03 | Registered |
| EK Success Ltd. | EK Tools               | WIPO           | A0025336  | 11-Jul-11 | 1093248  | 11-Jul-11 | Registered |
| EK Success Ltd. | EKSuccess Brands       | WIPO           | A0028692  | 05-Mar-12 | A0028692 | 1134198   | Registered |
| K & Company LLC | Grand Adhesions        | WIPO           | A0001017  | 22-Mar-05 | 858336   | 22-Mar-05 | Registered |
| EK Success Ltd. | Jolee's Boutique       | WIPO           | A0027855  | 05-Jan-12 | 1116417  | 05-Jan-12 | Registered |
| K & Company LLC | K K&Company logo       | WIPO           | A0027949  | 11-Jan-12 | 1109588  | 11-Jan-12 | Registered |
| K & Company LLC | K&CompanySMAS H*design | WIPO           | A0026430  | 21-Sep-11 | 1096626  | 26-Sep-11 | Registered |
| EK Success Ltd. | Sticko                 | WIPO           | A0026066  | 01-Sep-11 | 1097562  | 01-Sep-11 | Registered |
| EK Success Ltd. | EKSuccess Brands       | WIPO/<br>Korea |           |           | 1134198  | 05-Mar-12 | Registered |