

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Provo Craft & Novelty, Inc.		09/15/2011	CORPORATION: UTAH

RECEIVING PARTY DATA

Name:	PCA Investment II Corp., as Administrative Agent c/o Sorensen Capital Partners, L.P.
Street Address:	3400 N. Ashton Boulevard, Suite 400
City:	Lehi
State/Country:	UTAH
Postal Code:	84043
Entity Type:	CORPORATION: UTAH

PROPERTY NUMBERS Total: 90

Property Type	Number	Word Mark
Registration Number:	3402616	A WORD PARTY
Registration Number:	3402646	ACCENT ESSENTIALS
Registration Number:	3264154	ALL MIXED UP
Registration Number:	3105198	ALPHABARS
Registration Number:	3326189	ALPHACLIPS
Registration Number:	3267537	ANIMAL KINGDOM
Registration Number:	3264153	BASE CAMP
Registration Number:	3267542	BEYOND BIRTHDAYS
Registration Number:	2969984	BRACELETZ
Registration Number:	3294648	CANDLSENSE
Registration Number:	3112787	CARD-I-GAMI
Registration Number:	3264155	CELEBRATIONS
Registration Number:	3367662	CHRISTMAS CHEER
Registration Number:	3326119	CRICUT

CH \$2265.00 3402616

Registration Number:	3406679	CRICUT
Registration Number:	3372457	CRICUT
Registration Number:	3881505	CRICUT CAKE
Serial Number:	85297821	CRICUT CRAFT ROOM
Registration Number:	3541570	CRICUT CREATE
Registration Number:	3579471	CRICUT DESIGNSTUDIO
Registration Number:	3572075	CRICUT EXPRESSION
Registration Number:	3945926	CRICUT IMAGINE
Registration Number:	3541571	CRICUT JUKEBOX
Serial Number:	85164110	CRICUT MAGAZINE
Registration Number:	3395571	CRICUT SAMPLER
Registration Number:	3432262	CRICUT SCRIPT
Registration Number:	3374062	CUT WHAT YOU WANT
Registration Number:	3415985	CUTTLEBUG
Serial Number:	85229541	C
Serial Number:	85229543	
Registration Number:	3326120	
Registration Number:	3797272	
Registration Number:	3883793	DESIGN ANYWHERE
Registration Number:	3325911	DOODLE BLOCK
Registration Number:	3313549	DOODLE DOTS
Registration Number:	3313548	DOODLE TAG
Registration Number:	3267536	DOODLECHARMS
Registration Number:	3267553	DOODLETYPE
Registration Number:	3395581	FELT FASHIONS
Registration Number:	3415235	GARDEN OF WORDS
Registration Number:	3370440	GEORGE AND BASIC SHAPES
Registration Number:	3904948	GYPSY
Registration Number:	3315523	JASMINE
Registration Number:	3058156	KNIFTY KNITTER
Registration Number:	3086435	MAKING TIME
Registration Number:	3433116	MATCHLESS AROMA
Registration Number:	3337504	MINI MONOGRAMS
Registration Number:	3389599	MY COMMUNITY
Registration Number:	3389598	MY WORLD

	3405978	NEW ARRIVAL
Registration Number:	3493251	NTH DEGREE CREATIVE
Registration Number:	3415237	OCEAN OF WORDS
Registration Number:	3405977	OPPOSITES ATTRACT
Registration Number:	3118099	OUTRAGEOUSLY RED
Registration Number:	3402682	PAPER DOLL DRESS UP
Registration Number:	3304902	PAPER PUPS
Registration Number:	3020098	PC
Serial Number:	77477318	P C
Serial Number:	77982329	P C
Registration Number:	3779508	P C
Registration Number:	3108109	PIGEON TOED CHARMS
Registration Number:	3321932	PRINTING PRESS
Registration Number:	3182503	PROVO CRAFT
Registration Number:	3450464	PROVO CRAFT STYLE
Registration Number:	3115302	RANSOM
Registration Number:	3017963	ROBERTS
Registration Number:	2475860	SCRAP PADS
Registration Number:	3325859	SHORTCUTZ
Registration Number:	3209615	SILENT SETTER
Registration Number:	3264152	STAMPED
Registration Number:	3367627	TAGS, BAGS, BOXES & MORE
Registration Number:	3267552	TEAR DROP
Registration Number:	2879616	TERRIFICALLY TACKY TAPE
Registration Number:	2879594	TREASURE BEADZ
Registration Number:	3340993	TREASURING TIME
Registration Number:	3941090	TURN ON YOUR CREATIVE BEST
Registration Number:	3131087	VOWEL PLAY
Registration Number:	3405979	WALK IN MY GARDEN
Registration Number:	3389597	WORD BUILDERS 1
Registration Number:	3389596	WORD BUILDERS 2
Registration Number:	3389595	WORD BUILDERS 3
Registration Number:	3690259	YOURSTORY
Registration Number:	3693632	YUDU
Serial Number:	77702136	YUDU

	3868727	YUDU
Registration Number:	3926250	YUDU
Registration Number:	3868720	YUDU
Registration Number:	3021856	ZISION
Registration Number:	3353212	ZISION
Registration Number:	3405980	ZOOBALLOO

CORRESPONDENCE DATA

Fax Number: (248)566-8505
Phone: 248-566-8504
Email: tmdocketing@honigman.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Michael A. Lisi
Address Line 1: 39400 Woodward Avenue, Suite 101
Address Line 4: Bloomfield Hills, MICHIGAN 48304-5151

ATTORNEY DOCKET NUMBER:	221315-311721
NAME OF SUBMITTER:	Michael A. Lisi
Signature:	/Michael A. Lisi/
Date:	09/22/2011

Total Attachments: 19

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THIS AGREEMENT AND THE RIGHTS AND OBLIGATIONS EVIDENCED HEREBY AND THE OTHER DOCUMENTS, INSTRUMENTS AND AGREEMENTS RELATED HERETO (INCLUDING ANY INDEBTEDNESS INCURRED AND ANY LIENS OR SECURITY INTERESTS GRANTED HEREUNDER) ARE SUBORDINATE IN THE MANNER AND TO THE EXTENT SET FORTH IN THE SUBORDINATION AGREEMENT, TO THE INDEBTEDNESS (INCLUDING INTEREST) AND OTHER OBLIGATIONS OWED, AND LIENS AND SECURITY INTERESTS GRANTED, BY ARCHES ACQUISITION I, LLC, PROVO CRAFT & NOVELTY, INC., PCCRAFTER, INC., A UTAH CORPORATION, AND THE OTHER LOAN PARTIES (AS DEFINED IN THE FIRST LIEN LOAN AGREEMENT) PURSUANT TO THAT CERTAIN FIRST LIEN CREDIT AGREEMENT, AND THE OTHER DOCUMENTS, INSTRUMENTS AND AGREEMENTS RELATED THERETO; AND EACH HOLDER OF THE LOANS OR OBLIGATIONS OWED UNDER THIS AGREEMENT, BY ITS ACCEPTANCE HEREOF, IRREVOCABLY AGREES TO BE BOUND BY THE PROVISIONS OF THE SUBORDINATION AGREEMENT. IN THE EVENT OF ANY CONFLICT BETWEEN THE TERMS OR PROVISIONS OF THIS AGREEMENT AND THE PROVISIONS OF THE SUBORDINATION AGREEMENT, THE TERMS OR PROVISIONS OF THE SUBORDINATION AGREEMENT SHALL GOVERN.

NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Second Lien Collateral Agreement dated as of September 15, 2011 (as amended, restated, supplemented or otherwise modified from time to time, the "Agreement") among the Grantor (as defined below), the other grantors party thereto and the Administrative Agent for the Secured Parties, the undersigned Grantor has granted a continuing security interest in and continuing lien upon the Trademarks, including the United States Trademarks on Schedule 1 hereto (the "Trademark Collateral") to the Administrative Agent for the ratable benefit of the Secured Parties. Terms used herein but not otherwise defined herein shall have the meaning ascribed to them in the Agreement.

The Grantors and the Administrative Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the grant of a security interest in the Trademark Collateral (a) may only be terminated in accordance with the terms of the Agreement and (b) is not to be construed as an assignment of any trademark or trademark application.

This Notice of Grant of Security Interest in Trademarks has been entered into in conjunction with the provisions of the Agreement. The Grantor does hereby acknowledge and confirm that the grant of the security interest hereunder to, and the rights and remedies of, the Administrative Agent with respect to the Collateral are more fully set forth in the Agreement, the

terms and provisions of which are incorporated herein by reference as if fully set forth herein, and are subject to the Subordination Agreement.

IN THE EVENT OF ANY CONFLICT BETWEEN THE TERMS OR PROVISIONS OF THIS AGREEMENT AND THE PROVISIONS OF THE SUBORDINATION AGREEMENT, THE TERMS OR PROVISIONS OF THE SUBORDINATION AGREEMENT SHALL GOVERN.

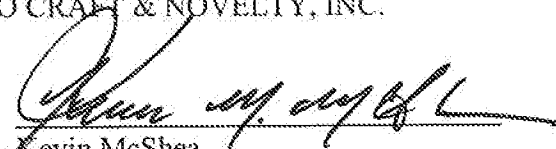
[Signature page follows]

GRANTOR:

Provo Craft & Novelty, Inc.
10876 South River Front Parkway
Suite 600
South Jordan, UT 84095

Very truly yours,

PROVO CRAFT & NOVELTY, INC.

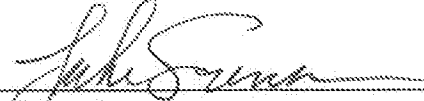
By: 
Name: Kevin McShea
Title: Interim CEO

ADMINISTRATIVE AGENT:

PCA Investment II Corp.
c/o Sorenson Capital Partners, L.P.
3400 N. Ashton Boulevard, Suite 400
Lehi, Utah 84043
ATTN: Luke Sorenson

Acknowledged and accepted:

PCA INVESTMENT II CORP.

By: 
Name: Luke Sorenson
Title: President

SCHEDULE 1
TRADEMARKS

Mark	Country	Status	Application #	Registration #	Registration Date
Mark	Country	Status	Application #	Registration #	Registration Date
A WORD PARTY	AUSTRALIA	REGISTERED	1188413	1188413	1/8/2008
A WORD PARTY	UNITED STATES	REGISTERED	77/087,058	3,402,616	3/25/2008
ACCENT ESSENTIALS	UNITED STATES	REGISTERED	77/096,645	3,402,646	3/25/2008
ALL MIXED UP	AUSTRALIA	REGISTERED	1169859	1169859	10/2/2007
ALL MIXED UP	UNITED STATES	REGISTERED	77/013,513	3,264,154	7/17/2007
ALPHABARS	EUROPEAN UNION (CTM)	REGISTERED	44881214	44881214	7/6/2006
ALPHABARS	UNITED STATES	REGISTERED	78/543,187	3,105,198	6/13/2006
ALPHACLIPS	UNITED STATES	REGISTERED	78/633,549	3,326,189	10/30/2007
ANIMAL KINGDOM	AUSTRALIA	REGISTERED	1169865	1169865	10/2/2007
ANIMAL KINGDOM	UNITED STATES	REGISTERED	77/013,560	3,267,537	7/24/2007
ART ACCENTZ	AUSTRALIA	REGISTERED	993135	993135	2/23/2006
ART ACCENTZ	AUSTRALIA	REGISTERED	993136	993136	3/31/2006
ART ACCENTZ	EUROPEAN UNION (CTM)	REGISTERED	3727575	3727575	2/2/2006
BASE CAMP	AUSTRALIA	REGISTERED	1169862	1169862	10/2/2007
BASE CAMP	UNITED STATES	REGISTERED	77/013,495	3,264,153	7/17/2007
BEYOND BIRTHDAYS	AUSTRALIA	REGISTERED	1169867	1169867	10/2/2007
BEYOND BIRTHDAYS	UNITED STATES	REGISTERED	77/014,450	3,267,542	7/24/2007
BRACELETZ (Stylized)	UNITED STATES	REGISTERED	78/302,317	2,969,984	7/19/2005
CANDLSENSE	UNITED STATES	REGISTERED	78/429,633	3,294,648	9/18/2007
CARD-I-GAMI	UNITED STATES	REGISTERED	78/429,408	3,112,787	7/4/2006
CELEBRATIONS	UNITED STATES	REGISTERED	77/013,532	3,264,155	7/17/2007

SCHEDULE 1
TRADEMARKS

Mark	Country	Status	Application #	Registration #	Registration Date
CHRISTMAS CHEER	AUSTRALIA	REGISTERED	1171017	1171017	10/11/2007
CHRISTMAS CHEER	UNITED STATES	REGISTERED	77/019,772	3,367,662	1/15/2008
CREATIVEXPRESSIONS	UNITED STATES	PROPOSED			
CRICUT	AUSTRALIA	REGISTERED	1081663	1081663	2/8/2007
CRICUT	CANADA	REGISTERED	1277028	TMA714271	5/13/2008
CRICUT	SWITZERLAND	REGISTERED	58529/2005	542627	2/23/2006
CRICUT	EUROPEAN UNION (CTM)	REGISTERED	4714441	4714441	10/3/2006
CRICUT	JAPAN	REGISTERED	2005-098857	5002166	11/10/2006
CRICUT	NORWAY	REGISTERED	200511288	233262	6/14/2006
CRICUT	NEW ZEALAND	REGISTERED	737396	737396	3/15/2007
CRICUT	TAIWAN	REGISTERED		1220110	7/16/2006
CRICUT	UNITED STATES	REGISTERED	78/618,210	3,326,119	10/30/2007
CRICUT	SOUTH AFRICA	REGISTERED	2005/22317	2005/22317	3/23/2009
CRICUT	SOUTH AFRICA	REGISTERED	2005/22316	2005/22316	3/23/2009
CRICUT & Design	AUSTRALIA	REGISTERED	1081664	1081664	2/8/2007
CRICUT & Design	CANADA	REGISTERED	1277027	TMA714270	5/13/2008
CRICUT & Design	SWITZERLAND	REGISTERED	58528/2005	542650	2/23/2006
CRICUT & Design	EUROPEAN UNION (CTM)	REGISTERED	4714457	4714457	12/7/2006
CRICUT & Design	JAPAN	REGISTERED	2005-098858	5002167	11/10/2006
CRICUT & Design	NORWAY	REGISTERED	200511287	233261	6/14/2006
CRICUT & Design	NEW ZEALAND	REGISTERED	737397	737397	3/15/2007
CRICUT & Design	TAIWAN	REGISTERED	94050185	1220111	7/16/2006
CRICUT & Design	UNITED STATES	REGISTERED	78/618,223	3,406,679	4/1/2008

SCHEDULE 1

TRADEMARKS

Mark	Country	Status	Application #	Registration #	Registration Date
CRICUT & Design	UNITED STATES	REGISTERE D	77/185,997	3,372,457	1/22/2008
CRICUT & Design	SOUTH AFRICA	REGISTERE D	2005/22318	2005/22318	8/6/2009
CRICUT & Design	SOUTH AFRICA	REGISTERE D	2005/22319	2005/22319	8/6/2009
CRICUT CAKE	UNITED STATES	REGISTERE D	77/915,458	3,881,505	11/23/2010
CRICUT CAKE	AUSTRALIA	PROPOSED			
CRICUT CAKE	CANADA	PENDING	1489146		
CRICUT CAKE	EUROPEAN UNION (CTM)	PROPOSED			
CRICUT CAKE	CHINA	PENDING	8493668		
CRICUT CAKE	CHINA	PENDING	8493667		
CRICUT CAKE	CHINA	PENDING	8493666		
CRICUT CAKE	CHINA	PENDING	8493665		
CRICUT CAKE	JAPAN	PROPOSED			
CRICUT CAKE	NEW ZEALAND	PROPOSED			
CRICUT CRAFT ROOM	UNITED STATES	PENDING	85/297,821		
CRICUT CRAFT ROOM	CANADA	MAILED			
CRICUT CREATE	AUSTRALIA	REGISTERE D	1220986	1220986	1/23/2008
CRICUT CREATE	CANADA	REGISTERE D	1380384	TMA735,433	3/2/2009
CRICUT CREATE	CHINA	REGISTERE D	6526158	6526158	3/28/2010
CRICUT CREATE	CHINA	REGISTERE D	6526157	6526157	4/21/2010
CRICUT CREATE	EUROPEAN UNION (CTM)	REGISTERE D	6602239	6602239	2/20/2009
CRICUT CREATE	JAPAN	REGISTERE D	20084399	5225859	4/24/2009
CRICUT CREATE	NEW ZEALAND	REGISTERE D	783027	783027	7/24/2008
CRICUT CREATE	UNITED STATES	REGISTERE D	77/377,629	3,541,570	12/2/2008
CRICUT DESIGNSTUDIO	AUSTRALIA	REGISTERE D	1248064	1248064	3/5/2009
CRICUT DESIGNSTUDIO	CANADA	REGISTERE D	1400700	TMA744741	8/6/2009
CRICUT DESIGNSTUDIO	CHINA	REGISTERE D	6799443	6799443	3/7/2011

SCHEDULE 1

TRADEMARKS

Mark	Country	Status	Application #	Registration #	Registration Date
CRICUT DESIGNSTUDIO	EUROPEAN UNION (CTM)	REGISTERE D	7008907	7008907	4/20/2009
CRICUT DESIGNSTUDIO	JAPAN	REGISTERE D	2008-51095	5193041	12/26/2008
CRICUT DESIGNSTUDIO	NEW ZEALAND	REGISTERE D	791595	791595	6/23/2008
CRICUT DESIGNSTUDIO	UNITED STATES	REGISTERE D	77/506,658	3,579,471	2/24/2009
CRICUT EXPRESSION	AUSTRALIA	REGISTERE D	1248065	1248065	3/5/2009
CRICUT EXPRESSION	CANADA	REGISTERE D	1400702	TMA744742	8/6/2009
CRICUT EXPRESSION	CHINA	REGISTERE D	6799442	6799442	4/14/2010
CRICUT EXPRESSION	EUROPEAN UNION (CTM)	REGISTERE D	7008105	7008105	4/20/2009
CRICUT EXPRESSION	JAPAN	REGISTERE D	2008-51096	5193042	12/26/2008
CRICUT EXPRESSION	NEW ZEALAND	REGISTERE D	791596	791596	6/23/2008
CRICUT EXPRESSION	UNITED STATES	REGISTERE D	77/506,667	3,572,075	2/10/2009
CRICUT IMAGINE	UNITED STATES	REGISTERE D	77/963,240	3,945,926	4/12/2011
CRICUT IMAGINE	EUROPEAN UNION (CTM)	REGISTERE D	009259383	009259382	3/1/2011
CRICUT IMAGINE	CHINA	PENDING	8497632		
CRICUT IMAGINE	CHINA	PENDING	8497631		
CRICUT IMAGINE	CHINA	PENDING	8497630		
CRICUT IMAGINE	AUSTRALIA	PENDING	1373495		
CRICUT IMAGINE	NEW ZEALAND	PENDING	827524		
CRICUT IMAGINE	CANADA	PENDING	1489356		
CRICUT JUKEBOX	AUSTRALIA	REGISTERE D	1221215	1221215	1/24/2008
CRICUT JUKEBOX	CANADA	REGISTERE D	1380838	TMA735,463	3/2/2009
CRICUT JUKEBOX	CHINA	REGISTERE D	6527841	6527841	3/28/2010
CRICUT JUKEBOX	CHINA	REGISTERE D	6527840	6527840	4/14/2010
CRICUT JUKEBOX	EUROPEAN UNION (CTM)	REGISTERE D	6602908	6602908	1/20/2009
CRICUT JUKEBOX	JAPAN	REGISTERE D	2008-4400	5225860	4/24/2009

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Mark	Country	Status	Application #	Registration #	Registration Date
CRICUT JUKEBOX	NEW ZEALAND	REGISTERE D	783126	783126	7/24/2008
CRICUT JUKEBOX	UNITED STATES	REGISTERE D	77/377,636	3,541,571	12/2/2008
CRICUT MAGAZINE	UNITED STATES	PENDING	85/164,110		
CRICUT SAMPLER	UNITED STATES	REGISTERE D	77/113,452	3,395,571	3/11/2008
CRICUT SCRIPT	UNITED STATES	REGISTERE D	77/123,737	3,432,262	5/20/2008
CRICUT STICUTS	JAPAN	REGISTERE D	2008-51094	5206806	2/20/2009
CRICUT STICUTS	NEW ZEALAND	REGISTERE D	791594	791594	6/23/2008
CUT WHAT YOU WANT	UNITED STATES	REGISTERE D	78/772,133	3,374,062	1/22/2008
CUTTLEBUG	AUSTRALIA	REGISTERE D	1134547	1134547	2/22/2007
CUTTLEBUG	CANADA	REGISTERE D	1315882	702126	11/30/2007
CUTTLEBUG	EUROPEAN UNION (CTM)	REGISTERE D	5303391	5303391	8/16/2007
CUTTLEBUG	UNITED STATES	REGISTERE D	78/832,706	3,415,985	4/22/2008
DESIGN (Cricut C)	UNITED STATES	PENDING	85/229,541		
DESIGN (Cricut Circle)	UNITED STATES	PENDING	85/229,543		
DESIGN (Cricut Circle)	CANADA	PENDING	1534548		
DESIGN (CRICUT)	AUSTRALIA	REGISTERE D	1081665	1080665	2/8/2007
DESIGN (CRICUT)	CANADA	REGISTERE D	1277026	TMA714269	5/13/2008
DESIGN (CRICUT)	SWITZERLAN D	REGISTERE D	58527/2005	542649	2/23/2006
DESIGN (CRICUT)	EUROPEAN UNION (CTM)	REGISTERE D	4714408	4714408	12/7/2006
DESIGN (CRICUT)	JAPAN	REGISTERE D	98859/2005	5002168	11/10/2006
DESIGN (CRICUT)	NORWAY	REGISTERE D	200511286	233260	6/14/2006
DESIGN (CRICUT)	NEW ZEALAND	REGISTERE D	737398	737398	3/15/2007
DESIGN (CRICUT)	TAIWAN	REGISTERE D	94050188	1220112	7/16/2006

SCHEDULE 1

TRADEMARKS

Mark	Country	Status	Application #	Registration #	Registration Date
DESIGN (CRICUT)	UNITED STATES	REGISTERE D	78/618,240	3,326,120	10/30/2007
DESIGN (CRICUT)	SOUTH AFRICA	REGISTERE D	200522320	200522320	2/9/2009
DESIGN (CRICUT)	SOUTH AFRICA	REGISTERE D	2005/22321	2005/22321	8/11/2009
DESIGN (Pinwheel)	AUSTRALIA	REGISTERE D	1298060	1298060	5/6/2009
DESIGN (Pinwheel)	CANADA	REGISTERE D	1437756	TMA801,118	6/29/2011
DESIGN (Pinwheel)	CHINA	PENDING	7381077		
DESIGN (Pinwheel)	EUROPEAN UNION (CTM)	REGISTERE D	8281421	8281421	12/1/2009
DESIGN (Pinwheel)	JAPAN	REGISTERE D	2009-34054	5296098	1/22/2010
DESIGN (Pinwheel)	NEW ZEALAND	REGISTERE D	806054	806054	11/12/2009
DESIGN (Pinwheel)	UNITED STATES	REGISTERE D	77/729,279	3,797,272	6/1/2010
DESIGN ANYWHERE	UNITED STATES	REGISTERE D	77/778,438	3,883,793	11/30/2010
DESIGN ANYWHERE	CANADA	PENDING	1463464		
DESIGN ANYWHERE	EUROPEAN UNION (CTM)	REGISTERE D	8649006	008649006	2/4/2011
DESIGN ANYWHERE	CHINA	REGISTERE D	7797002	7797002	3/21/2011
DESIGN ANYWHERE	JAPAN	REGISTERE D	2009-84660	5326160	5/28/2010
DESIGN ANYWHERE	AUSTRALIA	REGISTERE D	1329348	1329348	10/29/2009
DESIGN ANYWHERE	NEW ZEALAND	REGISTERE D	814948	814948	4/29/2010
DOODLE BLOCK	UNITED STATES	REGISTERE D	78/543,179	3,325,911	10/30/2007
DOODLE DOTS	UNITED STATES	REGISTERE D	78/543,182	3,313,549	10/16/2007
DOODLE TAG	UNITED STATES	REGISTERE D	78/543,175	3,313,548	10/16/2007
DOODLECHARMS	AUSTRALIA	REGISTERE D	1169858	1169858	10/2/2007
DOODLECHARMS	UNITED STATES	REGISTERE D	77/013,539	3,267,536	7/24/2007
DOODLETYPE	AUSTRALIA	REGISTERE D	1171020	1171020	10/11/2007
DOODLETYPE	UNITED STATES	REGISTERE D	77/019,791	3,267,553	7/24/2007

SCHEDULE 1
TRADEMARKS

Mark	Country	Status	Application #	Registration #	Registration Date
EMBI	AUSTRALIA	REGISTERE D	1231750	1231750	3/25/2008
EMBI	CHINA	REGISTERE D	6618256	6618256	3/28/2010
EMBI	NEW ZEALAND	REGISTERE D	786425	786425	3/25/2008
FELT FASHIONS	UNITED STATES	REGISTERE D	77/118,616	3,395,581	3/11/2008
GARDEN OF WORDS	AUSTRALIA	REGISTERE D	1188414	1188414	1/8/2008
GARDEN OF WORDS	UNITED STATES	REGISTERE D	77/087,051	3,415,235	4/22/2008
GEORGE AND BASIC SHAPES	UNITED STATES	REGISTERE D	78/744,596	3,370,440	1/15/2008
GYPSY	AUSTRALIA	REGISTERE D	1298059	1298059	10/21/2010
GYPSY	CANADA	REGISTERE D	1437754	TMA798,963	6/1/2011
GYPSY	CHINA	PENDING	7381076		
GYPSY	EUROPEAN UNION (CTM)	REGISTERE D	8281404	8281404	12/1/2009
GYPSY	JAPAN	REGISTERE D	200934053	5361544	10/15/2010
GYPSY	NEW ZEALAND	REGISTERE D	806053	806053	11/12/2009
GYPSY	UNITED STATES	REGISTERE D	77/695,606	3,904,948	1/11/2011
JASMINE	UNITED STATES	REGISTERE D	77/013,508	3,315,523	10/23/2007
KNIFTY KNITTER	AUSTRALIA	REGISTERE D	991596	991596	2/16/2006
KNIFTY KNITTER	CANADA	REGISTERE D	1208060	TMA710661	4/1/2008
KNIFTY KNITTER	EUROPEAN UNION (CTM)	REGISTERE D	3691037	3691037	11/18/2005
KNIFTY KNITTER	UNITED STATES	REGISTERE D	78/293,732	3,058,156	2/7/2006
MAKING TIME	UNITED STATES	REGISTERE D	78/429,434	3,086,435	4/25/2006
MATCHLESS AROMA	UNITED STATES	REGISTERE D	78/853,711	3,433,116	5/20/2008
MINI MONOGRAMS	UNITED STATES	REGISTERE D	77/013,524	3,337,504	11/13/2007
MY COMMUNITY	UNITED STATES	REGISTERE D	77/112,875	3,389,599	2/26/2008

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MY WORLD	UNITED STATES	REGISTERE D	77/112,870	3,389,598	2/26/2008
NEW ARRIVAL	AUSTRALIA	REGISTERE D	1167313	1167313	10/2/2007
NEW ARRIVAL	UNITED STATES	REGISTERE D	77/004,420	3,405,978	4/1/2008
NTH DEGREE CREATIVE	AUSTRALIA	REGISTERE D	1188415	1188415	1/8/2008
NTH DEGREE CREATIVE	CANADA	REGISTERE D	1356237	723621	9/12/2008
NTH DEGREE CREATIVE	EUROPEAN UNION (CTM)	REGISTERE D	6109722	6109722	6/19/2008
NTH DEGREE CREATIVE	UNITED STATES	REGISTERE D	77/086,864	3,493,251	8/26/2008
OCEAN OF WORDS	AUSTRALIA	REGISTERE D	1188412	1188412	1/31/2008
OCEAN OF WORDS	UNITED STATES	REGISTERE D	77/087,139	3,415,237	4/22/2008
OPPOSITES ATTRACT	AUSTRALIA	REGISTERE D	1167315	1167315	9/24/2007
OPPOSITES ATTRACT	UNITED STATES	REGISTERE D	77/004,412	3,405,977	4/1/2008
OUTRAGEOUSLY RED	UNITED STATES	REGISTERE D	78/429,423	3,118,099	7/18/2006
PAPER DOLL DRESS UP	UNITED STATES	REGISTERE D	77/112,865	3,402,682	3/25/2008
PAPER DOLL LIFE	AUSTRALIA	REGISTERE D	1175973	1175973	10/17/2007
PAPER PASSPORT	AUSTRALIA	REGISTERE D	997682	997682	9/24/2004
PAPER PASSPORT	EUROPEAN UNION (CTM)	REGISTERE D	3776531	3776531	7/28/2005
PAPER PUPS	AUSTRALIA	REGISTERE D	1167318	1167318	9/24/2007
PAPER PUPS	UNITED STATES	REGISTERE D	77/004,456	3,304,902	10/2/2007
PC & Design	AUSTRALIA	REGISTERE D	1026043	1026043	6/21/2006
PC & Design	GERMANY	REGISTERE D	na	30460782.7	8/4/2005
PC & Design	UNITED KINGDOM	REGISTERE D	2379086	2379086	3/31/2006
PC & Design	UNITED STATES	REGISTERE D	78/427,264	3,020,098	11/29/2005
PC DESIGN (POWER)	AUSTRALIA	REGISTERE D	1243275	1243275	2/19/2009

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PC DESIGN (POWER)	CANADA	REGISTERE D	1397063	TMA756091	12/29/2009
PC DESIGN (POWER)	CHINA	REGISTERE D	6764377	6764377	7/21/2010
PC DESIGN (POWER)	CHINA	REGISTERE D	6764376	6764376	10/28/2010
PC DESIGN (POWER)	CHINA	REGISTERE D	6764375	6764375	6/28/2010
PC DESIGN (POWER)	CHINA	REGISTERE D	6764374	6764374	4/7/2010
PC DESIGN (POWER)	CHINA	REGISTERE D	6764373	6764373	7/21/2010
PC DESIGN (POWER)	CHINA	REGISTERE D	6764372	6764372	4/7/2010
PC DESIGN (POWER)	CHINA	REGISTERE D	6764371	6764371	8/7/2010
PC DESIGN (POWER)	CHINA	REGISTERE D	6764370	6764370	8/7/2010
PC DESIGN (POWER)	CHINA	REGISTERE D	6764369	6764369	9/28/2010
PC DESIGN (POWER)	EUROPEAN UNION (CTM)	REGISTERE D	6932511	6932511	2/17/2009
PC DESIGN (POWER)	JAPAN	REGISTERE D	200844386	5329663	6/11/2010
PC DESIGN (POWER)	NEW ZEALAND	REGISTERE D	790088	790088	3/12/2009
PC DESIGN (POWER)	UNITED STATES	ALLOWED	77/477,318		
PC DESIGN (Power) - child of 117804	UNITED STATES	ALLOWED	77/982,329		
PC DESIGN (POWER) (Division of 117804)	UNITED STATES	REGISTERE D	77/979,075	3,779,508	4/20/2010
PC PROVO CRAFT & Design (POWER)	AUSTRALIA	REGISTERE D	1243541	1243541	2/19/2009
PC PROVO CRAFT & Design (POWER)	CANADA	REGISTERE D	1397062	TMA756092	12/29/2009
PC PROVO CRAFT & Design (POWER)	CHINA	REGISTERE D	6764387	6764387	4/14/2010
PC PROVO CRAFT & Design (POWER)	CHINA	REGISTERE D	6764384	6764384	4/7/2010
PC PROVO CRAFT & Design (POWER)	CHINA	REGISTERE D	6764382	6764382	4/7/2010
PC PROVO CRAFT & Design (POWER)	CHINA	REGISTERE D	6764381	6764381	8/7/2010

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PC PROVO CRAFT & Design (POWER)	EUROPEAN UNION (CTM)	REGISTERE D	6934632	6934632	2/20/2009
PC PROVO CRAFT & Design (POWER)	JAPAN	REGISTERE D	200844387	5329664	6/11/2010
PC PROVO CRAFT & Design (POWER)	NEW ZEALAND	REGISTERE D	790160	790160	3/12/2009
PIGEON TOED CHARMS	UNITED STATES	REGISTERE D	78/543,170	3,108,109	6/20/2006
PRINTING PRESS	UNITED STATES	REGISTERE D	77/004,443	3,321,932	10/23/2007
PROVO CRAFT	AUSTRALIA	REGISTERE D	1026044	1026044	6/21/2006
PROVO CRAFT	CANADA	REGISTERE D	1238147	704785	1/16/2008
PROVO CRAFT	GERMANY	REGISTERE D	NA	30460783.5	8/4/2005
PROVO CRAFT	UNITED KINGDOM	REGISTERE D	2379085	2379085	3/31/2006
PROVO CRAFT	UNITED STATES	REGISTERE D	78/427,257	3,182,503	12/12/2006
PROVO CRAFT STYLE	UNITED STATES	REGISTERE D	77/135,205	3,450,464	6/17/2008
RANSOM	UNITED STATES	REGISTERE D	78/553,799	3,115,302	7/11/2006
ROBERTS	UNITED STATES	REGISTERE D	78/491,404	3,017,963	11/22/2005
SCRAP PADS	UNITED STATES	REGISTERE D	76/113,637	2,475,860	8/7/2001
SHORTCUTZ	UNITED STATES	REGISTERE D	78/520,956	3,325,859	10/30/2007
SILENT SETTER	UNITED STATES	REGISTERE D	78/488,393	3,209,615	2/13/2007
STAMPED	AUSTRALIA	REGISTERE D	1169861	1169861	10/2/2007
STAMPED	UNITED STATES	REGISTERE D	77/013,486	3,264,152	7/17/2007
STAND-OUTS	CANADA	REGISTERE D	1209339	TMA649659	10/4/2005
STYLEBOUND	AUSTRALIA	REGISTERE D	1239887	1239887	5/9/2008
STYLEBOUND	EUROPEAN UNION (CTM)	REGISTERE D	6898399	6898399	1/29/2009
STYLEBOUND	JAPAN	REGISTERE D	2008-36270	5189251	12/12/2008

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STYLEBOUND	NEW ZEALAND	REGISTERED	788981	788981	5/9/2008
TAGS, BAGS, BOXES & MORE	UNITED STATES	REGISTERED	77/013,550	3,367,627	1/15/2008
TEAR DROP	UNITED STATES	REGISTERED	77/019,754	3,267,552	7/24/2007
TERRIFICALLY TACKY TAPE	AUSTRALIA	REGISTERED	992310	992310	11/30/2005
TERRIFICALLY TACKY TAPE	CANADA	REGISTERED	1209346	TMA651613	10/26/2005
TERRIFICALLY TACKY TAPE	EUROPEAN UNION (CTM)	REGISTERED	3711702	3711702	7/19/2005
TERRIFICALLY TACKY TAPE	UNITED STATES	REGISTERED	78/299,416	2,879,616	8/31/2004
TREASURE BEADZ	UNITED STATES	EXPIRED	78/298,176	2,879,594	8/31/2004
TREASURING TIME	UNITED STATES	REGISTERED	78/543,196	3,340,993	11/20/2007
TURN ON YOUR CREATIVE BEST	AUSTRALIA	REGISTERED	1244690	1244690	2/12/2009
TURN ON YOUR CREATIVE BEST	CANADA	REGISTERED	1397767	TMA758436	2/1/2010
TURN ON YOUR CREATIVE BEST	CHINA	PENDING	6766732		
TURN ON YOUR CREATIVE BEST	CHINA	PENDING	6766731		
TURN ON YOUR CREATIVE BEST	CHINA	PENDING	6766730		
TURN ON YOUR CREATIVE BEST	CHINA	PENDING	6766729		
TURN ON YOUR CREATIVE BEST	EUROPEAN UNION (CTM)	REGISTERED	6950547	6950547	3/25/2009
TURN ON YOUR CREATIVE BEST	UNITED STATES	REGISTERED	77/488,397	3,941,090	4/5/2011
UNSILENCE YOURSELF	EUROPEAN UNION (CTM)	REGISTERED	8303191	8303191	12/1/2009
UNSILENCE YOURSELF	NEW ZEALAND	REGISTERED	806427	806427	11/18/2009
UNSILENCE YOURSELF	JAPAN	REGISTERED	2009-53674	5267427	9/18/2009
VOWEL PLAY	UNITED STATES	REGISTERED	78/543,192	3,131,087	8/15/2006
WALK IN MY GARDEN	AUSTRALIA	REGISTERED	1167316	1167316	9/24/2007
WALK IN MY GARDEN	UNITED STATES	REGISTERED	77/004,426	3,405,979	4/1/2008

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WORD BUILDERS 1	UNITED STATES	REGISTERE D	77/112,856	3,389,597	2/26/2008
WORD BUILDERS 2	UNITED STATES	REGISTERE D	77/112,844	3,389,596	2/26/2008
WORD BUILDERS 3	UNITED STATES	REGISTERE D	77/112,840	3,389,595	2/26/2008
YOUROFFICE	EUROPEAN UNION (CTM)	REGISTERE D	7263536	7263536	5/14/2009
YOUROFFICE	JAPAN	REGISTERE D	200879604	5253668	7/31/2009
YOUROFFICE	NEW ZEALAND	REGISTERE D	796717	796717	9/26/2008
YOURSTORY	AUSTRALIA	REGISTERE D	1244691	1244691	2/12/2009
YOURSTORY	CANADA	REGISTERE D	1397765	TMA750530	10/20/2009
YOURSTORY	CHINA	REGISTERE D	6764388	6764388	4/14/2010
YOURSTORY	EUROPEAN UNION (CTM)	REGISTERE D	6951859	6951859	4/3/2009
YOURSTORY	JAPAN	REGISTERE D	2008-45204	5195262	1/9/2009
YOURSTORY	NEW ZEALAND	REGISTERE D	790458	790458	6/3/2008
YOURSTORY	UNITED STATES	REGISTERE D	77/488,393	3,690,259	9/29/2009
YUDU	AUSTRALIA	REGISTERE D	1244296	1244296	2/5/2009
YUDU	CANADA	ALLOWED	1434144		
YUDU	CHINA	REGISTERE D	6762547	6762547	5/21/2010
YUDU	CHINA	REGISTERE D	6762546	6762546	4/7/2010
YUDU	CHINA	REGISTERE D	6762548	6762548	5/21/2010
YUDU	CHINA	REGISTERE D	6762545	6762545	4/7/2010
YUDU	CHINA	REGISTERE D	6762544	6762544	3/28/2010
YUDU	CHINA	REGISTERE D	6762543	6762543	4/7/2010
YUDU	EUROPEAN UNION (CTM)	REGISTERE D	6951421	6951421	3/25/2009
YUDU	JAPAN	REGISTERE D	200845203	5337479	7/9/2010

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YUDU	NEW ZEALAND	REGISTERE D	790398	790398	6/2/2008
YUDU	UNITED STATES	REGISTERE D	77/487,304	3,693,632	10/6/2009
YUDU & Design (Horizontal)	UNITED STATES	ALLOWED	77/702,136		
YUDU & Design (Horizontal)	CANADA	ALLOWED	1432865		
YUDU & Design (Horizontal)	JAPAN	REGISTERE D	200929385	5337495	7/9/2010
YUDU & Design (Horizontal)	AUSTRALIA	REGISTERE D	1292692	1292692	3/31/2009
YUDU & Design (Horizontal)	NEW ZEALAND	REGISTERE D	804446	804446	4/8/2010
YUDU & Design (Horizontal)	CHINA	REGISTERE D	7385312	7385312	10/7/2010
YUDU & Design (Horizontal)	CHINA	REGISTERE D	7385311	7385311	10/7/2010
YUDU & Design (Horizontal)	CHINA	REGISTERE D	7385330	7385330	12/28/2010
YUDU & Design (Horizontal)	CHINA	REGISTERE D	7385329	7385329	8/21/2010
YUDU & Design (Horizontal)	CHINA	REGISTERE D	7385328	7385328	8/21/2010
YUDU & Design (Horizontal)	CHINA	REGISTERE D	7385327	7385327	11/21/2010
YUDU & Design (Horizontal)	EUROPEAN UNION (CTM)	REGISTERE D	008190563	008190563	5/24/2010
YUDU & Design (Horizontal) (Child of 124851)	UNITED STATES	REGISTERE D	77/980,328	3,868,727	10/26/2010
YUDU & Design (Vertical)	UNITED STATES	REGISTERE D	77/702,145	3,926,250	3/1/2011
YUDU & Design (Vertical)	CANADA	ALLOWED	1432862		
YUDU & Design (Vertical)	JAPAN	REGISTERE D	2009-29384	5313423	4/2/2010
YUDU & Design (Vertical)	AUSTRALIA	REGISTERE D	1292685	1292685	3/31/2009
YUDU & Design (Vertical)	NEW ZEALAND	REGISTERE D	804444	804444	4/8/2010
YUDU & Design (Vertical)	CHINA	REGISTERE D	7385324	7385324	10/7/2010
YUDU & Design (Vertical)	CHINA	REGISTERE D	7385323	7385323	10/7/2010
YUDU & Design (Vertical)	CHINA	REGISTERE D	7385322	7385322	2/14/2011

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YUDU & Design (Vertical)	CHINA	REGISTERE D	7385321	7385321	8/21/2010
YUDU & Design (Vertical)	CHINA	REGISTERE D	7385405	7385405	8/21/2010
YUDU & Design (Vertical)	CHINA	REGISTERE D	7385404	7385404	11/21/2010
YUDU & Design (Vertical)	CHINA	REGISTERE D	7385402	7385402	3/7/2011
YUDU & Design (Vertical)	CHINA	PENDING	7385401		
YUDU & Design (Vertical)	EUROPEAN UNION (CTM)	REGISTERE D	8190531	8190531	12/28/2009
YUDU & Design (Vertical) (child of 124852)	UNITED STATES	REGISTERE D	77/980,265	3,868,720	10/26/2010
ZISION	UNITED STATES	REGISTERE D	78/340,344	3,021,856	11/29/2005
ZISION	UNITED STATES	REGISTERE D	78/340,336	3,353,212	12/11/2007
ZOOBALLOO	AUSTRALIA	REGISTERE D	1167314	1167314	10/9/2007
ZOOBALLOO	UNITED STATES	REGISTERE D	77/004,449	3,405,980	4/1/2008

