

REGISTRATION NO.	TRADEMARK
380,596 916,900 6,013,810 4,814,915 4,664,608 5,033,265 5,794,656	HALLMARK
7,086,740	HALLMARK BETTER TOGETHER
7,130,743	BETTER TOGETHER
525,798 5,794,657 5,858,356 3,634,799 2,457,248 2,469,522 2,469,521 864,077 657,441 654,790	
821,931	
842,461	
2,302,403 5,115,753 3,808,509	RAINBOW BRITE

The widespread fame, outstanding reputation, and significant goodwill associated with the Hallmark brand have made the HALLMARK Trademarks invaluable assets of Hallmark.

18. Hallmark is the owner of the Rainbow Brite Copyrighted Works which are registered with the United States Copyright Office. The registrations include, but are not limited to, “Rainbow Brite Portfolio” (U.S. Copyright Registration No. VA0000155320), issued by the Register of Copyrights on March 26, 1984, and assigned from Hallmark Cards, Inc. to Plaintiff. Hallmark is also the owner of the copyrighted works “Plush Shepherd Toy 1.0” (U.S. Copyright Registration No. VA 0002361744), issued by the Register of Copyrights on September 8, 2023, and “Plush Shepherd Toy 2.0” (U.S. Copyright Registration No. VA 2-433-194), issued by the Register of Copyrights on January 31, 2025, both of which are assigned from Hallmark Cards, Inc. to Plaintiff (together with the Rainbow Brite Copyrighted Works, the “Hallmark Copyrighted Works”). A true and correct copy of the copyright registration certificates and deposit materials for the Hallmark Copyrighted Works are attached hereto as **Exhibit 2**.

19. Among the exclusive rights granted to Hallmark under the U.S. Copyright Act are the exclusive rights to reproduce, prepare derivative works of, distribute copies of, and display the Hallmark Copyrighted Works to the public.