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Conveying Party(ies)					Execution Date(s	5)	
1. James R. Ra 2. 3. 4. 5.	mirez	oving Barti	aa Attaahaa		October 21, 1998	•	
	onal Names of Conv	eying Parti	es Attached	<u> </u>			
Receiving Party Name Name Address Address Address	Hallmark Cards, Inc. 2501 McGee Traffic P.O. Box 419126 Kansas City City	cway	Missouri State/Cour	ntry	<u>64141-6126</u> Zip Code		
	onal Names of Rece		s Allached				
Correspondent Name and Address Jeffrey B. Burgan Leydig, Voit & Mayer, Ltd. Two Prudential Plaza, Suite 4900 Chicago, Illinois 60601-6780				Telephone: (312) 616-5600 Facsimile: (312) 616-5700 Attorney Docket No. 35,463			
Pages Enter the total number of pages of the attached conveyance document including any attachments: 2							
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f this document is being filed together with a new Patent Application, enter the date the patent application was signed by the first named executing inventor. Patent Cooperation Treaty (PCT)							
Enter PCT applic	ation number only if	a U.S. App	lication	PCT	PCT	PCT	
Number has not t	oeen assigned.						
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Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$40.00 Method of Payment: Enclosed is a check in the amount of \$40.00 Charge Deposit Account No. 12-1216 Authorization to Charge Additional Fees to Deposit Account No. 12-1216: Statement and Signature To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a							
true copy of the original document. Charges to deposit account are authorized, as indicated herein.							
tide copy of the original document. Charges to deposit account are authorized, as [[[dicated netern.							

Jeffrey B. Burgan

Name of Person Signing

11/09/1398 [਼]PATENT

Octob 28, 1998

REEL: 9557 FRAME: 0172

Date

Leydig, Voit & Mayer, Ltd. Attorneys at Law Two Prudential Plaza Suite 4900 180 North Stetson Chicago, Illinois 60601-6780

ASSIGNMENT

WHEREAS, I, James R. Ramirez, of 212 Brush Creek Boulevard, Apt. 4E, Kansas City, Missouri 64112, have invented and own a certain invention entitled:

DECORATIVE POP OUT CARD ACCESSORY FOR GIFTS

for which invention I have executed an application (provisional or non-provisional) for a United States patent, which was filed on September 29, 1998, under Serial No. 09/162,809, and

WHEREAS, Hallmark Cards, Incorporated, of 2501 McGee Trafficway, P.O. Box 419126, Kansas City, Missouri 64141-6126 (hereinafter referred to as Assignee), is desirous of acquiring the entire domestic and foreign right, title, and interest in and under the invention described in the patent application.

Now, Therefore, for good and valuable considerations, the receipt and sufficiency of which are hereby acknowledged, I assign and transfer to the Assignee and the Assignee's legal representatives, successors and assigns the full and exclusive rights in and to the invention in the United States and every foreign country and the entire right, title, and interest in and to the patent application and other such applications (e.g., provisional applications, non-provisional applications, continuations, continuations-in-part, divisionals, reissues, renewals, and extensions) that may be filed in the United States and every foreign country on the invention, and the patents or extensions thereof, both foreign and domestic, that may issue thereon, and I do hereby authorize and request the Commissioner of Patents and Trademarks to issue United States patents to the above-mentioned Assignee agreeably with the terms of this assignment document.

I HEREBY AUTHORIZE the above-mentioned Assignee to insert in this assignment document the filing date and serial number of the application if the date and number are unavailable at the time this document is executed.

UPON SAID CONSIDERATION, I convey to the Assignee the right to make application in its own behalf for protection of the invention in countries foreign to the United States and to claim under the International Convention and/or other international arrangement for any such application the date of the United States application (or any other application on the invention) to gain priority with respect to other applications.

I DO HEREBY COVENANT and agree with the Assignee that I will not execute any writing or do any act whatsoever conflicting with the terms of this assignment document set forth herein, and that I will at any time upon request, without further or additional consideration, but at the expense of the Assignee, execute such additional assignments and other writings and do such additional acts as the Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this assignment, and render all necessary assistance in making application for and obtaining original, continuation, continuation-in-part, divisional, reissued,

PATENT REEL: 9557 FRAME: 0173 renewal, or extended patents of the United States or of any and all foreign countries on the invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, and by executing statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of, the assigns and legal representatives of all parties hereto.

In Witness Whereof, I have her October, 1998.	reunder set my hand this day of
$\overline{\mathcal{J}}^{2}$	mes R. Ramirez
STATE OF YMSSouhi)	
the same person whose name is subscribed	Ramirez, who is personally known to me to be to the foregoing assignment document, and
acknowledged that he/she signed and delivered for the uses and purposes therein set forth.	the document as his/her free and voluntary act
{SEAL}	fotary Public TAMARA J. COBB Notary Public - State of Missouri Commissioned in Jackson County My Commission Expires July 14, 2001

ASSGNSOL (Rev.1/13/97)

RECORDED: 11/02/1998