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DOCKET NO. 1002JJ-34171

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

2. Name and address of receiving party(ies):

Bradley W. Springer
Ruth M. Donikowski
Anne L. Thurlow

Hallmark Cards, Incorporated
Kansas City, Missouri 64141

3. Nature of conveyance:

X Assignment

Execution Date(s): 04/28/99; 04/29/99; 04/29/99;

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: _____

A. Patent Application No.(s)
09/265,712

B. Patent No.(s)

C. Attorney Docket No.
1002JJ-34171

5. Name and address of party to whom correspondence concerning document should be mailed:

6. Total number of applications and patents involved: 1

JONATHAN E. JOBE, JR.
FELSMAN, BRADLEY, VADEN, GUNTER & DILLON, LLP
201 Main Street, Suite 1600
Fort Worth, Texas 76102

7. Authorized to be charged to deposit account

X Check enclosed

8. Deposit Account Number: 06-0580

05/17/1999 DNGUYEN 00000179 09265712

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40.00 00

DO NOT USE THIS SPACE

9. 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.

Christa King

Name of Person Signing

Christa King
Signature

5-7-99
Date

Total number of pages including cover sheet, attachments, and documents: 7

A S S I G N M E N T

Whereas, we,

Bradley W. Springer of Lee's Summit,
County of Jackson and State of Missouri,

Ruth M. Donikowski of Lenexa,
County of Johnson and State of Kansas,

and

Anne L. Thurlow of Leawood,
County of Johnson and State of Kansas,

have invented certain improvements in

SOFT SCULPTED ARTICLE AND METHOD OF MAKING SAME

and filed United States patent application, Serial No. 09/265,712, on March 9, 1999.

Whereas, HALLMARK CARDS, INCORPORATED, a corporation of Missouri, having a place of business at Kansas City, Missouri, (hereinafter called Hallmark), desires to acquire the entire right, title and interest in the said application and invention, and to any United States and foreign patents to be obtained therefor;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, we, the above named, hereby sell, assign, and transfer to Hallmark, its successors and assigns, the entire right, title and interest in the said application and invention therein disclosed for the United States and foreign countries, and all rights of priority resulting from the filing of said United States application, and we request the Commissioner of Patents to issue any Letters Patent granted upon the invention set forth in said application to Hallmark, its successors and assigns; and we hereby agree that Hallmark may apply for foreign Letters Patent on said invention and we will execute all papers necessary in connection with the United States and foreign applications when called upon to do so by Hallmark.

Signed at Kansas City, Missouri on April 28, 1999.

Bradley W. Springer
Bradley W. Springer

STATE OF MISSOURI

COUNTY OF Jackson

Before, the undersigned authority, personally appeared Bradley W. Springer and acknowledged the foregoing instrument to be his free act and deed this 28 day of April, 1999.

SEAL
TAMARA J. COBB
Notary Public - State of Missouri
Commissioned in Jackson County
My Commission Expires July 14, 2001

Tamara J. Cobb
Notary Public

Signed at Kansas City, Missouri on April 29, 1999.

Ruth M. Donikowski
Ruth M. Donikowski

STATE OF MISSOURI

COUNTY OF Jackson

Before, the undersigned authority, personally appeared Ruth M. Donikowski and acknowledged the foregoing instrument to be her free act and deed this 29 day of April, 1999.

SEAL
TAMARA J. COBB
Notary Public - State of Missouri
Commissioned in Jackson County
My Commission Expires July 14, 2001

Tamara J. Cobb
Notary Public

Signed at Kansas City, Missouri on April 29, 1999.

Anne L. Thurlow
Anne L. Thurlow

STATE OF MISSOURI

COUNTY OF Jackson

Before, the undersigned authority, personally appeared Ruth M. Donikowski and acknowledged the foregoing instrument to be her free act and deed this 29 day of April, 1999.

SEAL

TAMARA J. COBB
Notary Public - State of Missouri
Commissioned in Jackson County
My Commission Expires July 14, 2001

Tamara J. Cobb
Notary Public