

03-27-2000

U.S. Department of Commerce  
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**PATENT**

101300125

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U.S. PTO  
09/525491  
03/15/00

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**Conveyance Type**

☒ Assignment ☐ Security Agreement  
☐ License ☐ Change of Name **3/15/00**  
☐ Merger ☐ Other

**U.S. Government**  
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☐ Departmental File ☐ Secret File

**Conveying Party(ies)**

☐ Mark if additional names of conveying parties attached

Name (line 1) Tackbary, Mary T.

Execution Date  
Month Day Year  
08/04/1999

Name (line 2) **09/525491**

**Second Party**

Name (line 1) Friedrich, Dan G.

Execution Date  
Month Day Year  
05/09/1994

Name (line 2)

**Receiving Party**

☐ Mark if additional names of receiving parties attached

Name (line 1) Hallmark Cards, Incorporated

Name (line 2)

Address (line 1) 2501 McGee Trafficway

Address (line 2)

Address (line 3) Kansas City MO 64108  
City State/Country Zip Code

☐ If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment.)

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name James M. Graziano

Address (line 1) Duff, Graziano & Forest, P.C.

Address (line 2) 1790 - 30th Street, Suite 140

Address (line 3)

Address (line 4) Boulder, CO 80301-1018

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Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**PATENT**  
**REEL: 010630 FRAME: 0518**

## Correspondent Name and Address

Area Code and Telephone Number (303) 449-9497

Name James M. Graziano

Address (line 1) Duft, Graziano &amp; Forest, P.C.

Address (line 2) 1790 30th Street, Suite 140

Address (line 3)

Address (line 4) Boulder, CO 80301-1018

## Pages

Enter the total number of pages of the attached conveyance document including any attachments.

# 5

## Application Number(s) or Patent Number(s)

☐ Mark if additional numbers attached

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).

## Patent Application Number(s)

## Patent Number(s)



If 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.Month Day Year  
05/05/1994

## Patent Cooperation Treaty (PCT)

Enter PCT application number

only if a U.S. Application Number has not been assigned.

PCT

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## Number of Properties

Enter the total number of properties involved.

# 1

## Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$ 40.00

Method of Payment:

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Enclosed ☒Deposit Account ☐

Deposit Account Number:

# 04-1697

Authorization to charge additional fees:

Yes

☒

No


☐

## 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.

James M. Graziano

Name of Person Signing



Signature

3/15/00

Date

Exhibit A

ASSIGNMENT

WHEREAS, I, Mary Tackbary, of Elmhurst, Illinois, am one of the inventors and the owner of the entire right, title and interest to certain inventions relating to computer software for generating, storing, printing and sending greeting cards and the like (the "Inventions") including the following Patents and Patent Applications:

United States Patent 5,555,496  
United States Patent Application Serial No. 709,573  
United States Patent Application filed on April 20, 1999 as a continuation of Patent Application Serial No. 709,573  
Australian Patent Application Serial No. AU 9526361 (Now Patent No. AU 682969)  
Canadian Patent Office Application Serial No. CA 2189739  
European Patent Office Patent Application Serial No. EP 760983  
PCT Application WO 9530961

WHEREAS, a copy of the prior assignment of certain inventions relating to computer software for generating, storing, printing and sending greeting cards and the like including the above Patents and Patent Applications is attached hereto as Exhibit 1;

WHEREAS, Hallmark Cards, Incorporated, of 2501 McGee Trafficway, Kansas City, Missouri 64108 (hereinafter referred to as Assignee), is desirous of acquiring the entire domestic and foreign right, title and interest in and under the Inventions described in the above listed patents and patent applications.

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 Inventions in the United States and every foreign country and the entire right, title and interest in and to the patents and patent applications listed above 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 Inventions, 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.

UPON SAID CONSIDERATION, I convey to the Assignee the right to make application in its own behalf for protection of the Inventions 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 Inventions) to gain priority with respect to other applications.

I DO HEREBY COVENANT and agree with the Assignee that I warrant that Assignee will have good and sole title to the rights assigned herein and 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, except as otherwise specifically agreed in writing by Assignee, 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, renewal, or extended patents of the United States or of any and all foreign countries on the Inventions, 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, we have hereunder set our hands on the dates shown below.

Date: August 4, 1999

Mary Tackbary  
Mary Tackbary

STATE OF ILLINOIS )  
 ) ss:  
COUNTY OF COOK )

On this 4 day of August, 1999, before me, a Notary Public in and for said county, appeared Mary Tackbary, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that she signed and delivered the document as her free and voluntary act for the uses and purposes therein set forth.

[Signature]  
Notary Public

(SEAL)

My Commission Expires:  
\_\_\_\_\_



ACCEPTED:

HALLMARK CARDS, INCORPORATED

Date: August 9, 1999

By: Judith Whittaker

Printed Name: Judith Whittaker

Title: Vice President

STATE OF MISSOURI     )  
                                  ) ss:  
COUNTY OF JACKSON    )

On this 9 day of August, 1999, before me, a Notary Public in and for said county, appeared Judith Whittaker, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.

Candie Lynne Sisk  
Notary Public

(SEAL)

My Commission Expires:

**CANDIE LYNNE SISK**  
Notary Public - Notary Seal  
STATE OF MISSOURI - Jackson County  
My Commission Expires June 14, 2003

JUN. 4. 1999 3:52PM LEYDIG. VOIT MAYER  
06/04/99 13:31 FAX 1703413100v

NO. 2598 P. 6 008

Exhibit IASSIGNMENT

WHEREAS, Dan Friedrich, a citizen of the United States of America, residing at 5526 South Cornell Avenue, Apt. #2, Chicago, Illinois 60637 hereinafter referred to as ASSIGNOR, has invented and owns a certain invention entitled:

**METHOD AND APPARATUS FOR COMMUNICATING WITH  
A CARD DISTRIBUTION CENTER FOR SELECTING, ORDERING,  
AND SENDING SOCIAL EXPRESSION CARDS.**

for which application for Letters Patent of the United States has been filed on May 6, 1994; and

WHEREAS, Mary Thomasma Tackbary, a citizen of the United States of America residing at 2880 Orange Brace, Riverwoods, Illinois 60015, hereinafter referred to as ASSIGNEE, is desirous of acquiring the entire interest in, to and under said invention and the United States Letters Patent to be obtained therefor:

**NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:**

Be it known that in consideration of the payment by ASSIGNEE TO ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged; and for other good and valuable consideration, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE the full and exclusive right, title and interest to said invention and all Letters Patent of the United States to be obtained therefor on said application or any continuation, division, renewal, substitute or reissue thereof for the full term or terms for which the same may be granted.

ASSIGNOR also assigns all of their right, title and interest in and to said invention in all foreign countries, and all applications for Letters Patent which may evolve therefrom, including the right to claim International Convention priority.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent as may be known and accessible to ASSIGNOR and ASSIGNOR will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain and enforce said application, said invention and said Letters Patent which may be necessary or desirable to carry out the purposes hereof.

Date

May 9, 1994Dan Friedrich  
Dan Friedrich

REEL 7035 FRAME 13

JUN. 4. 1999 3:52PM LEYDIG VOIT MAYER

NO. 2598 P. 7 07

06/04/99 13:31 FAX 17034161080

State of Illinois

County of Cook )  
 ) ss

I hereby certify that Dan Friedrich before me personally appeared and acknowledged that the foregoing Assignment was duly signed, sealed and delivered by him as his free and voluntary act on this 09<sup>th</sup> day of May, 1999

(Notarial Seal)

OFFICIAL SEAL  
GWENDOLYN DUNCAN  
NOTARY PUBLIC STATE OF ILLINOIS  
MY COMMISSION EXP. DEC. 2, 1997

Gwendolyn Duncan  
Notary Public

My commission expires:

12/09/97

JUN 13 94

RECORDED  
PATENT AND TRADEMARK  
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REEL 1035 FRAME 14