


Substitute Form PTO-1595  
Attorney Docket No.: 13213-009001

### RECORDATION FORM COVER SHEET PATENTS ONLY

Commissioner for Patents: Please record the attached original document(s) or copy(ies).

1. Name of conveying party(ies): Beth A. Sawchuk Additional name(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		2. Name and address of receiving party(ies): Hallmark Cards, Incorporated 2501 McGee Trafficway P. O. Box 419126 Kansas City, MO 64141-6126  Additional names/addresses attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other:  Execution Date: 09/05/2001			
4. Application number(s) or patent number(s): If this document is being filed with a new application, the execution date of the application is: A. Patent Application No(s): B: Patent No(s): 6,612,052 Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
5. Name/address of party to whom correspondence concerning document should be mailed:  GREG H. GARDELLA Fish & Richardson P.C., P.A. 60 South Sixth Street Suite 3300 Minneapolis, MN 55402		6. Total number of applications/patents involved: 1  7. Total fee (37 CFR §3.41): \$40 <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to charge Deposit Account.  8. Deposit Account No.: 06-1050 Please apply any additional charges, or any credits, to our Deposit Account No. 06-1050.	
DO NOT USE THIS SPACE			
9. Statement and Signature: <i>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.</i>			
Greg H. Gardella Reg. No. 46,045 Name of Person Signing		 Signature	9/16/03 Date
Total number of pages including coversheet, attachments and document: 4			

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#### CERTIFICATE OF TRANSMISSION BY FACSIMILE

I hereby certify that this correspondence is being transmitted by facsimile to the Patent and Trademark Office on the date indicated below.

September 16, 2003 Caryl C. Harriman Caryl C. Harriman  
 Date of Transmission Signature Typed Name of Person Signing Certificate

700044282

REEL: 013974 FRAME: 0481

Attorney Docket No. 13213-009001

ASSIGNMENT

For valuable consideration, I, BETH A. SAWCHUK of 1042 Summitview Place, Bloomington, IN 47401, hereby assign to: Hallmark Cards, Incorporated, a Missouri corporation having a place of business at:

2501 McGee Trafficway  
P. O. Box 419126  
Kansas City, MO 64141-6126; and

its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by me, entitled DISPLAY DEVICE, filed August 1, 2001, and assigned U.S. Serial Number 09/920,561; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and I authorize the Assignee to apply in all countries in my name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and I agree for me and my respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

Attorney Docket No. 13213-009001

IN WITNESS WHEREOF, I hereto set my hand and seal at Bloomington IN,  
this 5<sup>th</sup> day of September, 2001

Beth A. Sawchuk \_\_\_\_\_ L.S.  
BETH A. SAWCHUK

State of Indiana :

: ss.

County of Monroe :

Before me this 5<sup>th</sup> day of September, 2001, personally appeared  
BETH A. SAWCHUK known to me to be the person whose name is subscribed to the foregoing  
Assignment and acknowledged that she executed the same as her free act and deed for the  
purposes therein contained.

Shirley A. McWhorter  
\_\_\_\_\_  
Notary Public

My Commission Expires: April 30, 2008



[Notary's Seal Here]

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