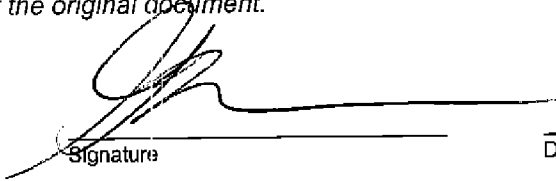



Substitute Form PTO-1595
Attorney Docket No.: 13213-011001

RECORDATION FORM COVER SHEET PATENTS ONLY

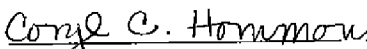
Commissioner for Patents: Please record the attached original document(s) or copy(ies).	
1. Name of conveying party(ies): (1) Frank E. Lane (2) Donald E. Vogel (3) John W. Lewman Additional name(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Name and address of receiving 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: (1) 10/30/2001 (2) 10/26/2001 (3) 10/31/2001	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): 6,604,637 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	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  Signature </div> <div style="text-align: center;">  Date </div> </div>
Total number of pages including coversheet, attachments and document: 5	

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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.

November 12, 2003
Date of Transmission


Signature

Caryl C. Harriman
Typed Name of Signatory
PATENT Signing Certificate

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ASSIGNMENT

For valuable consideration, we, FRANK E. LANE of 3209 N.E. 68th Terrace, Kansas City, MO 64119, DONALD E. VOGEL of 32208 East 179th Street, Pleasant Hill, MO 64080, JOHN W. LEWMAN of 7608 Haskins Street, Lenexa, KS 66216, 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 us, entitled PRODUCT DISPLAY SYSTEM, filed September 4, 2001, and assigned U.S. Serial Number 09/946,647, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; 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 we authorize the Assignee to apply in all countries in our 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 we agree for ourselves and our 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.

IN WITNESS WHEREOF, I hereto set my hand and seal at KANSAS CITY, MISSOURI,
this 30TH day of OCTOBER, 20 01

Frank E Lane L.S.
FRANK E. LANE

State of MISSOURI :

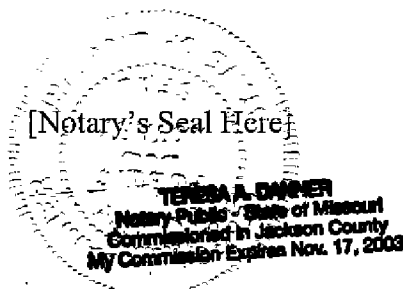
: ss.

County of JACKSON :

Before me this 30TH day of OCTOBER, 20 01, personally
appeared FRANK E. LANE known to me to be the person whose name is subscribed to the
foregoing Assignment and acknowledged that he executed the same as his free act and deed for
the purposes therein contained.

Teresa A. Danner
Notary Public

My Commission Expires:
Nov. 17, 2003



IN WITNESS WHEREOF, I hereto set my hand and seal at Kansas City, Missouri
this 26th day of October, 20 01
Donald E. Vogel L.S.
DONALD E. VOGEL

State of Missouri :
: ss.

County of Jackson :

Before me this 26th day of October, 20 01, personally
appeared DONALD E. VOGEL known to me to be the person whose name is subscribed to the
foregoing Assignment and acknowledged that he executed the same as his free act and deed for
the purposes therein contained.

Teresa A. Danner
Notary Public

My Commission Expires:
Nov. 17, 2003

[Notary's Seal Here]

TERESA A. DANNER
Notary Public - State of Missouri
Commissioned in Jackson County
My Commission Expires Nov. 17, 2003

IN WITNESS WHEREOF, I hereto set my hand and seal at Kansas City, Missouri,
this 31st day of October, 20 01

John W. Lewman L.S.
JOHN W. LEWMAN

State of Missouri :

: ss.

County of Jackson :

Before me this 31st day of October, 20 01, personally
appeared JOHN W. LEWMAN known to me to be the person whose name is subscribed to the
foregoing Assignment and acknowledged that he executed the same as his free act and deed for
the purposes therein contained.

Teresa A. Danner
Notary Public

My Commission Expires:

Nov. 17, 2003



TERESA A. DANNER
Notary Public - State of Missouri
Commissioned in Jackson County
My Commission Expires Nov. 17, 2003