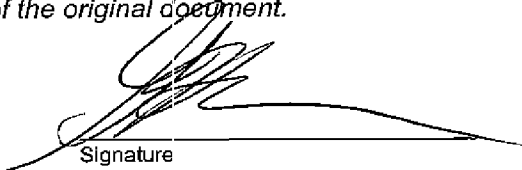


Substitute Form PTO-1595
Attorney Docket No.: 13213-070001

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) Patrick W. Kershner (2) Christine E. Gehring-Scheff (3) Victoria L. Watts 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) 11/20/2003 (2) 12/10/2003 (3) 11/05/2003			
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): 10/653,040 B. Patent No(s): 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 1/23/04 Date Total number of pages including coversheet, attachments and document: 5			

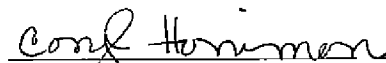
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CERTIFICATE OF TRANSMISSION BY FACSIMILE

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

January 23, 2004
Date of Transmission


Signature

Caryl C. Harriman
Typed Name of Person Signing Certificate

PATENT

700062380

REEL: 014282 FRAME: 0205

Attorney Docket No: 13213-070001

ASSIGNMENT

For valuable consideration, we, PATRICK W. KERSHNER of 12141 W. 103 Terrace, Overland Park, Kansas 66215, CHRISTINE E. GEHRING-SCHEFF of 6300 W. 50th Street, Mission, Kansas 66202, and VICTORIA L. WATTS of 14243 W. 121 Terrace, Olathe, Kansas 66062, hereby assign to Hallmark Cards, Incorporated, a corporation of Missouri 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, entitled CARD FOR RETAINING ITEMS THEREIN, filed August 29, 2003, and assigned U.S. Serial Number 10/653,040; 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. This Assignment shall be binding as to each undersigned person irrespective of whether this Assignment is executed by or deemed enforceable as to another of the persons identified herein.

Attorney Docket No: 13213-070001

IN WITNESS WHEREOF, I hereto set my hand at Kansas City, Missouri
 this 20th day of November, 2003
Patrick W. Kershner L.S.
 PATRICK W. KERSHNER

State of Missouri :
 : ss.
 County of Jackson :

Before me this 20th day of November, 2003, personally
 appeared PATRICK W. KERSHNER 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.

Jayleen Baker
 Notary Public
 My Commission Expires:

[Notary's Seal Here]



Attorney Docket No: 13213-070001

IN WITNESS WHEREOF, I hereto set my hand at Kansas City, Missouri,
this 10th day of December, 2003

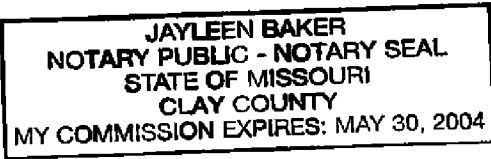
Christine E. Gehring-Scheff L.S.
CHRISTINE E. GEHRING-SCHEFF

State of Missouri :
: ss.
County of Jackson :

Before me this 10th day of December, 2003, personally
appeared CHRISTINE E. GEHRING-SCHEFF 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.

Jayleen Baker
Notary Public
My Commission Expires: May 30, 2004

[Notary's Seal Here]



Attorney Docket No: 13213-070001

IN WITNESS WHEREOF, I hereto set my hand at Kansas City, Missouri
this 5th day of November, 2003

Victoria L. Watts L.S.
VICTORIA L. WATTS

State of Missouri :

: ss.

County of Clay :

Before me this 5th day of November, 2003, personally
appeared VICTORIA L. WATTS 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.

Vickie Young
Notary Public
My Commission Expires:

[Notary's Seal Here]
VICKIE YOUNG
Notary Public - Notary Seal
STATE OF MISSOURI - Clay County
My Commission Expires Nov. 8, 2004

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Attorney's Docket No.: 13213-070001

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TO THE ATTENTION OF:

MAIL STOP ASSIGNMENT

MAIL STOP ASSIGNMENT FAX NO: 703/306-5995

Number of pages including this page 6

Applicant : Patrick W. Kershner et al.	Art Unit : 3611
Serial No. : 10/653,040	Examiner : Unknown
Filed : August 29, 2003	
Title : Card For Retaining Items Therein	

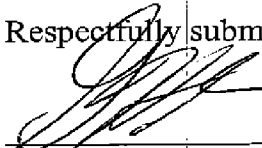
MAIL STOP ASSIGNMENT RECORDATION SERVICES

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Attached to this facsimile communication cover sheet is a Recordation Form Cover Sheet and Assignment, faxed this 23rd day of January, 2004, to Mail Stop Assignment Recordation Services, U.S. Patent and Trademark Office.

Respectfully submitted,



Greg H. Gardella
Reg. No. 46,045

Date: January 23, 2004

PTO Customer No. 26191
Fish & Richardson P.C., P.A.
60 South Sixth Street
Suite 3300
Minneapolis, MN 55402
Telephone: (612) 335-5070
Fax: (612) 288-9696

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