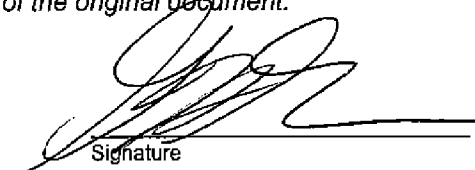


Substitute Form PTO-1595
Attorney Docket No.: 13213-061001

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): Daniel R. Foster 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: 05/12/2004	
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): 10/759,394 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="text-align: center;">  Signature </div> <div style="text-align: center; margin-top: 20px;"> 6/4/04 Date </div>
Total number of pages including coversheet, attachments and document: 3	

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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.

June 4, 2004
Date of Transmission

Caryl Harriman
Signature

Caryl Harriman
Typed Name of Person Signing Certificate

PATENT

700089453

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CH \$40.00 061050 10759394

Attorney Docket No: 13213-061001

ASSIGNMENT

For valuable consideration, I, DANIEL R. FOSTER of 921 Cambridge Circle, Liberty, MO 64068, 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 GREETING CARD WITH GIFT HOLDER, filed January 16, 2004, and assigned U.S. Serial Number 10/759,394; 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. 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. To the extent I am under a duty to assign the above-identified invention, I understand that the purpose of making the appointment is to permit prosecution of patent applications for the invention for the benefit of my assignee, and that this appointment does not create an attorney-client relationship between me and these appointees.

Attorney Docket No: 13213-061001

IN WITNESS WHEREOF, I hereto set my hand at KANSAS CITY, MO,
this 12TH day of MAY, 20 04
Daniel R Foster L.S.
DANIEL R. FOSTER

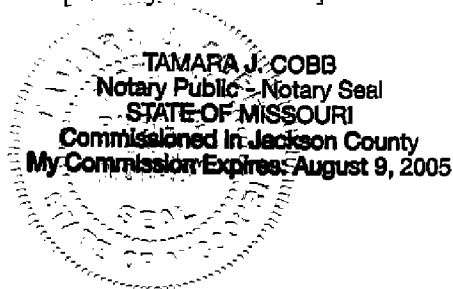
State of Missouri :
: SS.
County of JACKSON :

Before me this 12th day of May, 20 04, personally
appeared DANIEL R. FOSTER 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.

Tamara J. Cobb
Notary Public

My Commission Expires:

[Notary's Seal Here]



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