

09-29-2005

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Substitute Form PTO-1595
Attorney Docket No.: 13213-100001



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

1. Name of conveying party(ies): Gregory S. O'Dell, Daniel R. Ferrall, David E. Caldwell and 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: 8/30/2005; 8/25/2005; 8/30/2005			
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): 11/170,718 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. 48,045 Name of Person Signing Signature 9/26/05 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.

9/26/05
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PAGE 2/6 * RCVD AT 9/26/2005 4:36:01 PM [Eastern Daylight Time] * SVR:USPTO-EFXXRF-6/32 * DNIS:2738300 * CSID:612 288 9696 * DURATION (mm-ss):02-02

ASSIGNMENT

For valuable consideration, we, Gregory S. O'Dell, of 8100 N.E. 74th Terrace, Kansas City, MO 64158; Daniel R. Ferrell, of 8208 N.E. 132nd Street, Liberty, MO 64068; David E. Caldwell, of 8654 N. Oregon Avenue, Kansas City, MO 64154; 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 signed by us, entitled HANDHELD SCANNER DEVICE WITH DISPLAY LOCATION DATABASE, filed June 29, 2005, and assigned U.S. Serial Number 11/170,718, 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.

DATE: 8/30/05

Gregory S. O'Dell
GREGORY S. O'DELL

STATE OF Missouri)
COUNTY OF Jackson) SS.

On August 30, 2005, before me, the undersigned, a notary public for the State of Missouri, there personally appeared GREGORY S. O'DELL personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his authorized capacity and that by his signature on this Assignment, the person or the entity upon behalf of which he acted, executed this Assignment.

WITNESS my hand and official seal.

Teresa A. Danner
Notary Public

TERESA A. DANNER
Notary Public - State of Missouri
Commissioned in Cass County
My Commission Expires: March 15, 2008

DATE: 8/25/05

Daniel R Ferrell
DANIEL R. FERRELL

STATE OF Missouri)
COUNTY OF Jackson) SS.

On August 25, 2005, before me, the undersigned, a notary public for the State of Missouri, there personally appeared DANIEL R. FERRELL personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his authorized capacity and that by his signature on this Assignment, the person or the entity upon behalf of which he acted, executed this Assignment.

WITNESS my hand and official seal.

Teresa A. Danner
Notary Public

TERESA A. DANNER
Notary Public - State of Missouri
Commissioned In Cass County
My Commission Expires: March 15, 2008

DATE: 8/30/05

David E. Caldwell
DAVID E. CALDWELL

STATE OF Missouri)
COUNTY OF Jackson) SS.

On August 30, 2005, before me, the undersigned, a notary public for the State of Missouri, there personally appeared DAVID E. CALDWELL personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his authorized capacity and that by his signature on this Assignment, the person or the entity upon behalf of which he acted, executed this Assignment.

WITNESS my hand and official seal.

Teresa A. Danner
Notary Public

TERESA A. DANNER
Notary Public - State of Missouri
Commissioned in _____ County
My Commission Expires: _____ 15, 2008

TERESA A. DANNER
Notary Public - State of Missouri
Commissioned in Cass County
My Commission Expires: March 15, 2008