PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Danell M. Collins	05/07/2007
Craig William Cayce	06/12/2007
Jimmy J.D. Leeper	05/07/2007
Adam P. Dunn	05/07/2007

RECEIVING PARTY DATA

Name:	Hallmark Cards, Incorporated
Street Address:	P.O. Box 419126
City:	Kansas City
State/Country:	MISSOURI
Postal Code:	64141

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	11744507

CORRESPONDENCE DATA

Fax Number: (816)421-5547

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Address Line 4: Kansas City, MISSOURI 64108

ATTORNEY DOCKET NUMBER:	HALC.127809
NAME OF SUBMITTER:	Tammy Dunkin

Total Attachments: 4

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> PATENT REEL: 019468 FRAME: 0249

HALC.127809

ASSIGNMENT

WHEREAS, we, Danell M. Collins, of 2900 N. 79th Terrace, Kansas City, in the

County of Wyandotte, and State of Kansas, Craig William Cayce, of 1620 NE 99th Street, Kansas

City, in the County of Clay, and State of Missouri, Jimmy J.D. Leeper, of 4149 W. 131st Terrace,

Leawood, in the County of Johnson, and State of Kansas, and Adam P. Dunn, of 8122 Monrovia

Street, Leawood, in the County of Johnson, and State of Kansas have invented certain new and

useful improvements in DISPLAY TRAY WITH MOVABLE DIVIDERS for which we have

made application for Letters Patent of the United States, Serial No. 11/744,507, filed May 4,

2007; and

WHEREAS, Hallmark Cards, Incorporated, a corporation duly organized under

the laws of the State of Missouri, and having its principal place of business at P.O. Box 419126,

Kansas City, County of Jackson, and State of Missouri, is desirous of acquiring an interest in, to

and under said invention, said application and any and all Letters Patent which may be granted

for or upon said invention in the United States of America and all countries foreign thereto;

NOW, THEREFORE, to all whom it may concern, be it known that for good and

valuable consideration, the receipt and sufficiency of which are hereby acknowledged, we,

Danell M. Collins, Craig William Cayce, Jimmy J.D. Leeper and Adam P. Dunn, have sold,

assigned and transferred, and by these presents do sell, assign and transfer unto said Hallmark

Cards, Incorporated the full and exclusive right, title and interest, throughout the world, in, to

and under said invention as fully set forth and described in the above-identified application; in, to

and under said application; in, to and under any and all refilings, divisions and continuations of

said application; in, to and under any and all Letters Patent of the United States of America

which may issue from said application, refilings, divisions and continuations; in, to and under

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any and all reissues of said Letters Patent of the United States of America; in, to and under any and all applications for Letters Patent upon said invention which may hereafter be filed in any and all countries foreign to the United States of America; in, to and under any and all refilings, divisions and continuations of said foreign-filed applications; in, to and under any and all Letters Patent of countries foreign to the United States of America, which may issue from the said foreign-filed applications, refilings, divisions and continuations; and in, to and under any and all extensions of, and additions to, said Letters Patent of countries foreign to the United States of America, the same to be held and enjoyed by said Hallmark Cards, Incorporated for its own use and behoof, and for its successors, legal representatives and assigns, to the full end of the term for which said Letters Patent may be granted, and we do hereby authorize and request the Commissioner of Patents to issue the said Letters Patent in accordance with this assignment.

EXECUTED this _______, 200

Danell M. Collins

STATE OF MISSOUY

: ss.

COUNTY OF JACKSON

Before me personally appeared Danell M. Collins, to me known to be the person described in, and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth, on the day and year aforesaid.

Notary Public

SEAL

My Commission Expires:

3-15-08

TERESA A. DANNER
Notary Public - Notary Seal
STATE OF MISSOURI
Cass County

My Commission Expires: March 15, 2008

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EXECUTED this /Z of	lay of
	Craig William Cayce
STATE OF MISSOUYI :	
COUNTY OF Jackson: ss.	
person described in, and who executed	peared Craig William Cayce, to me known to be the the foregoing instrument, and he duly acknowledged to see and purposes therein set forth, on the day and year
SEAL	Notary Public Warner
My Commission Expires:	·
3-15-08	TERESA A. DANNER Notary Public - Notary Seel STATE OF MISSOURI
	Cass County My Commission Expires: March 15, 2008
EXECUTED this 7 d STATE OF Missouri: ss. COUNTY OF Jackson:	ay of May, 2007. Jimmy J. D. Leeper
STATE OF MISSOUVI: : ss. COUNTY OF Tackson: Before me personally appedescribed in, and who executed the foreghe executed the same for the uses and pure	Jimmy J.D. Leeper eared Jimmy J.D. Leeper, to me known to be the person going instrument, and he duly acknowledged to me that poses therein set forth, on the day and year aforesaid.
STATE OF MISSOUVI : : ss. COUNTY OF Jackson: Before me personally appedescribed in, and who executed the foreghe executed the same for the uses and put	Jimmy J.D. Leeper eared Jimmy J.D. Leeper, to me known to be the person going instrument, and he duly acknowledged to me that
STATE OF MISSOUVI: : ss. COUNTY OF Tackson: Before me personally appedescribed in, and who executed the foreghe executed the same for the uses and pure	Jimmy J.D. Leeper eared Jimmy J.D. Leeper, to me known to be the person going instrument, and he duly acknowledged to me that poses therein set forth, on the day and year aforesaid.

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EXECUTED this <u>67</u> day of <u>May</u>, 2007. STATE OF MISSOURL COUNTY OF Jackson: Before me personally appeared Adam P. Dunn, to me known to be the person described in, and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth, on the day and year aforesaid. SEAL My Commission Expires: TERESA A. DANNER Notary Public - Notary See ್ರ, 2008 My Commi.... TERESA A. DANNER Notary Public - Notary Seal STATE OF MISSOURI

Aarch 15, 2008 My Commission !-

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