

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Danell M. Collins</td> <td>05/07/2007</td> </tr> <tr> <td>Craig William Cayce</td> <td>06/12/2007</td> </tr> <tr> <td>Jimmy J.D. Leeper</td> <td>05/07/2007</td> </tr> <tr> <td>Adam P. Dunn</td> <td>05/07/2007</td> </tr> </tbody> </table>		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
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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											
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11744507</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11744507						
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CORRESPONDENCE DATA											
Fax Number:	(816)421-5547										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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Email:	tdunkin@shb.com										
Correspondent Name:	Clinton G. Newton - Shook, Hardy & Bacon										
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NAME OF SUBMITTER:	Tammy Dunkin										
Total Attachments: 4 source=127809_Assignment#page1.tif											

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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

