

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT												
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT												
<b>CONVEYING PARTY DATA</b>													
<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>Michael Kerker</td> <td>08/11/2003</td> </tr> <tr> <td>Brian Wegstein</td> <td>07/31/2003</td> </tr> <tr> <td>Philip Davis</td> <td>07/31/2003</td> </tr> <tr> <td>Craig Cayce</td> <td>05/05/2003</td> </tr> <tr> <td>John Vandyke Stram</td> <td>03/14/2003</td> </tr> </tbody> </table>		Name	Execution Date	Michael Kerker	08/11/2003	Brian Wegstein	07/31/2003	Philip Davis	07/31/2003	Craig Cayce	05/05/2003	John Vandyke Stram	03/14/2003
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John Vandyke Stram	03/14/2003												
<b>RECEIVING PARTY DATA</b>													
<b>Name:</b>	Hallmark Cards, Incorporated												
<b>Street Address:</b>	2501 McGee Trafficway												
<b>Internal Address:</b>	P.O. Box 419126												
<b>City:</b>	Kansas City												
<b>State/Country:</b>	MISSOURI												
<b>Postal Code:</b>	64141-6126												
<b>PROPERTY NUMBERS Total: 1</b>													
<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><b>Application Number:</b></td> <td>11755805</td> </tr> </tbody> </table>		Property Type	Number	<b>Application Number:</b>	11755805								
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<b>Application Number:</b>	11755805												
<b>CORRESPONDENCE DATA</b>													
<b>Fax Number:</b>	(877)769-7945												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
<b>Phone:</b>	612-335-5070												
<b>Email:</b>	lls@fr.com												
<b>Correspondent Name:</b>	Fish & Richardson												
<b>Address Line 1:</b>	60 South Sixth Street												
<b>Address Line 2:</b>	Suite 3300												
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402												
<b>ATTORNEY DOCKET NUMBER:</b>	13213-050002												

**CH \$40.00 11755805**

NAME OF SUBMITTER:

Michael T. Hawkins

**Total Attachments: 6**

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ASSIGNMENT

For valuable consideration, we, MICHAEL KERKER of 208 North Morgan, Metamora, IL 61548, BRIAN WEGSTEIN of Route 1 Columbia Road, 124B, Washburn, IL 61570, PHILIP DAVIS of 309 Timber Lane, East Peoria, IL 61611, CRAIG CAYCE of 1620 NE 99th Street, Kansas City, MO 64155, and JOHN VANDYKE STRAM of 22812 E. 29th St. Lane Court, Independence, MO 64015, 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 FRAMELESS DISPLAY FIXTURE, filed February 18, 2003, and assigned U.S. Serial Number 10/368,265; 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.

IN WITNESS WHEREOF, I hereto set my hand at 105 N. MENARD, METAMORA, IL  
this 11 day of AUGUST, 2003  
Michael Kerker L.S.  
MICHAEL KERKER

State of ILLINOIS :

: ss.

County of WOODFORD :

Before me this 11 day of August, 2003, personally  
appeared MICHAEL KERKER 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.

Janlee M. White  
Notary Public

My Commission Expires: 7-13-2006

[Notary's Seal Here]



IN WITNESS WHEREOF, I hereto set my hand at METAMORA ILLINOIS,  
this 31 day of JULY, 2003  
[Signature] L.S.  
BRIAN WEGSTEIN

State of IND :  
: SS.  
County of Woodford :



Before me this 31 day of July, 2003, personally  
appeared BRIAN WEGSTEIN 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.

[Signature]  
Notary Public  
My Commission Expires: 11-14-05

[Notary's Seal Here]

IN WITNESS WHEREOF, I hereto set my hand at Metamora, Illinois,  
this 31 day of July, 2003  
Philip Davis L.S.  
PHILIP DAVIS

State of Ill :

: ss.

County of Woodford :



Before me this 31 day of July, 2003, personally  
appeared PHILIP DAVIS 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.

Jill A. Fisher  
Notary Public  
My Commission Expires: 11-14-05

[Notary's Seal Here]

IN WITNESS WHEREOF, I hereto set my hand at Kansas City, Missouri,  
this 5<sup>th</sup> day of May, 2003

Craig Cayce  
CRAIG CAYCE L.S.

State of Missouri :

: ss.

County of Jackson :

Before me this 5<sup>th</sup> day of May, 2003, personally  
appeared CRAIG CAYCE 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.

Teresa A. Danner

Notary Public

My Commission Expires:

**TERESA A. DANNER**  
Notary Public - State of Missouri  
Commissioned in Jackson County  
My Commission Expires Nov. 17, 2003

[Notary's Seal Here]

IN WITNESS WHEREOF, I hereto set my hand at Kansas City, Missouri,  
this 14<sup>th</sup> day of March, 2003

John Vandyke Stram L.S.  
JOHN VANDYKE STRAM

State of Missouri :

: ss.

County of Jackson :

Before me this 14<sup>th</sup> day of March, 2003, personally  
appeared JOHN VANDYKE STRAM 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.

Teresa A. Danner  
Notary Public

My Commission Expires:

**TERESA A. DANNER**  
Notary Public - State of Missouri  
Commissioned in Jackson County  
My Commission Expires Nov. 17, 2003

[Notary's Seal Here]

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