

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT						
NATURE OF CONVEYANCE:	ASSIGNMENT						
CONVEYING PARTY DATA							
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Jennifer R. Garbos</td><td>10/25/2007</td></tr><tr><td>Nancy Lynn Short</td><td>10/25/2007</td></tr></tbody></table>		Name	Execution Date	Jennifer R. Garbos	10/25/2007	Nancy Lynn Short	10/25/2007
Name	Execution Date						
Jennifer R. Garbos	10/25/2007						
Nancy Lynn Short	10/25/2007						
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							
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11868030</td></tr></tbody></table>		Property Type	Number	Application Number:	11868030		
Property Type	Number						
Application Number:	11868030						
CORRESPONDENCE DATA							
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NAME OF SUBMITTER:	Tammy Dunkin						
Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif							

OP \$40.00 11868030

PATENT

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REEL: 020058 FRAME: 0032

ASSIGNMENT

WHEREAS, we, Jennifer R. Garbos, of 7736 McGee Street, Kansas City, in the County of Jackson, and State of Missouri, and Nancy Lynn Short, of 5243 Clark Drive, Roeland Park, in the County of Johnson, and State of Kansas have invented certain new and useful improvements in METHOD OF INTEGRATING OPTICAL FIBERS INTO FABRICS AND PLUSH TOYS for which we have made application for Letters Patent of the United States, Serial No. 11/868,030, filed October 5, 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, Jennifer R. Garbos and Nancy Lynn Short, 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 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

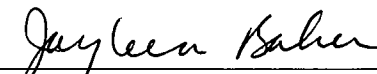
to the United States of America; in, to and under any and all refilings, divisions and continuations of said foreign-filed applications; in, to and under any and all Letters Patent of countries foreign to the United States of America, which may issue from the said foreign-filed applications, refilings, 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 25 day of October, 2007.


Jennifer R. Garbos

STATE OF Missouri :
: ss.
COUNTY OF Jackson :

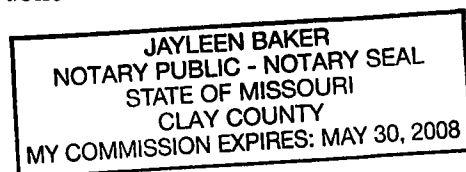
Before me personally appeared Jennifer R. Garbos, to me known to be the person described in, and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth, on the day and year aforesaid.


Notary Public

S E A L

My Commission Expires:

May 30, 2008



EXECUTED this 25th day of October, 2007.

Nancy Lynn Short
Nancy Lynn Short

STATE OF Missouri :
: ss.
COUNTY OF Jackson :

Before me personally appeared Nancy Lynn Short, 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.

S E A L

Jayleen Baker
Notary Public

My Commission Expires:

May 30, 2008

