

PATENT ASSIGNMENT

Electronic Version v1.1
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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>Shawn P. Bates</td> <td>06/02/2008</td> </tr> <tr> <td>Darren B. Abbott</td> <td>06/02/2008</td> </tr> <tr> <td>Rebecca Tegtmeier</td> <td>06/16/2008</td> </tr> </tbody> </table>		Name	Execution Date	Shawn P. Bates	06/02/2008	Darren B. Abbott	06/02/2008	Rebecca Tegtmeier	06/16/2008
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Shawn P. Bates	06/02/2008								
Darren B. Abbott	06/02/2008								
Rebecca Tegtmeier	06/16/2008								
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>12046442</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12046442				
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Application Number:	12046442								
CORRESPONDENCE DATA									
Fax Number:	(816)421-5547								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	816-474-6550								
Email:	tdunkin@shb.com								
Correspondent Name:	Clinton G. Newton - Shook, Hardy & Bacon								
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Address Line 4:	Kansas City, MISSOURI 64108								
ATTORNEY DOCKET NUMBER:	HALC.138321								
NAME OF SUBMITTER:	Tammy Dunkin								
Total Attachments: 3 source=138321_Executed_Assignment#page1.tif source=138321_Executed_Assignment#page2.tif									

OP \$40.00 12046442

ASSIGNMENT

WHEREAS, we, Shawn P. Bates, of 112 E. 29th Street, Kansas City, in the County of Jackson, and State of Missouri, Darren B. Abbott, of 704 E. Pearl, Harrisonville, in the County of Cass, and State of Missouri, and Rebecca Tegtmeier, of 1333 Chester Road, Raleigh, in the County of Wake, and State of North Carolina have invented certain new and useful improvements in METHOD OF AND APPARATUS FOR DISPLAYING MERCHANDISE for which we have made application for Letters Patent of the United States, Serial No. 12/046,442, filed March 11, 2008; 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, Shaw P. Bates, Darren B. Abbott, and Rebecca Tegtmeier, 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 2nd day of June, 2008.

S.P.B.
Shawn P. Bates

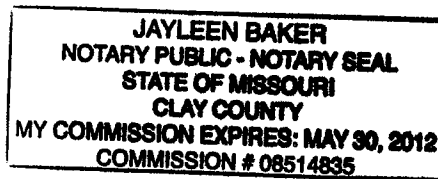
STATE OF Missouri :
 : ss.
COUNTY OF Jackson :

Before me personally appeared Shawn P. Bates, 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.

Jayleen Baker
Notary Public

S E A L

My Commission Expires:
May 30, 2012



EXECUTED this 2nd day of JUNE, 2008.

[Signature]
Darren B. Abbott

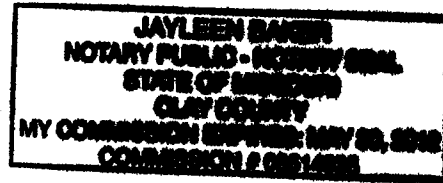
STATE OF Missouri :
: ss.
COUNTY OF Jackson :

Before me personally appeared Darren B. Abbott, 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

[Signature]
Notary Public

My Commission Expires:
May 30, 2012



EXECUTED this 16 day of June, 2008.

[Signature]
Rebecca Tegtmeier

STATE OF Missouri :
: ss.
COUNTY OF Jackson :

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

SEAL

[Signature]
Notary Public

My Commission Expires:
May 30, 2012

