

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jennifer R. Garbos	12/01/2009
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:	12625977
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
Address Line 1:	2555 Grand Blvd.
Address Line 4:	Kansas City, MISSOURI 64108
ATTORNEY DOCKET NUMBER:	HALC.148771
NAME OF SUBMITTER:	Tammy Dunkin
Total Attachments: 2 source=148771_Executed_Assignment#page1.tif source=148771_Executed_Assignment#page2.tif	

OP \$40.00 12625977

ASSIGNMENT

WHEREAS, I, Jennifer R. Garbos, of 7736 McGee Street, Kansas City, in the County of Jackson, and State of Missouri, have invented certain new and useful improvements in CONTEXT-BASED INTERACTIVE PLUSH TOY for which I have made application for Letters Patent of the United States, Serial No. 12/625,977, filed November 25, 2009; 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, I, Jennifer R. Garbos, 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

