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

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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 1262

PATENT REEL: 023584 FRAME: 0695

HALC.148771

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

Page 1 of 2

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 I do hereby authorize and request the Commissioner of Patents to issue the said Letters Patent in accordance with this assignment.

EXECUTED this 16th day of December, 2009.

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 she duly acknowledged to me that

SEAL

Jay leen Baher Notary Public

she executed the same for the uses and purposes therein set forth, on the day and year aforesaid.

My Commission Expires:

May 30, 2012

JAYLEEN BAKER

NOTARY PUBLIC - NOTARY SEAL

STATE OF MISSOURI

CLAY COUNTY

MY COMMISSION EXPIRES: MAY 30, 2012 COMMISSION # 08514835

Page 2 of 2

RECORDED: 12/01/2009