

PATENT ASSIGNMENT

Electronic Version v1.1

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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>GREGORY S. O'DELL</td> <td>08/30/2005</td> </tr> <tr> <td>DANIEL R. FERRELL</td> <td>08/25/2005</td> </tr> <tr> <td>DAVID E. CALDWELL</td> <td>08/30/2005</td> </tr> </tbody> </table>		Name	Execution Date	GREGORY S. O'DELL	08/30/2005	DANIEL R. FERRELL	08/25/2005	DAVID E. CALDWELL	08/30/2005
Name	Execution Date								
GREGORY S. O'DELL	08/30/2005								
DANIEL R. FERRELL	08/25/2005								
DAVID E. CALDWELL	08/30/2005								
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>13480745</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13480745				
Property Type	Number								
Application Number:	13480745								
CORRESPONDENCE DATA									
Fax Number:	(816)421-5547								
Phone:	816-474-6550								
Email:	tdunkin@shb.com								
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>									
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.170422								
NAME OF SUBMITTER:	Tammy Dunkin								
Total Attachments: 4 source=170422_Assignment#page1.tif source=170422_Assignment#page2.tif source=170422_Assignment#page3.tif source=170422_Assignment#page4.tif									

OP \$40.00 13480745

ASSIGNMENT

For valuable consideration, we, Gregory S. O'Dell, of 8100 N.E. 74th Terrace, Kansas City, MO 64158; Daniel R. Ferrell, of 8208 N.E. 132nd Street, Liberty, MO 64068; David E. Caldwell, of 8654 N. Oregon Avenue, Kansas City, MO 64154; 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 signed by us, entitled HANDHELD SCANNER DEVICE WITH DISPLAY LOCATION DATABASE, filed June 29, 2005 , and assigned U.S. Serial Number 11/170,718 , 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.

DATE: 8/30/05

Gregory S. O'Dell
GREGORY S. O'DELL

STATE OF Missouri)
COUNTY OF Jackson) SS.

On August 30, 2005, before me, the undersigned, a notary public for the State of Missouri, there personally appeared GREGORY S. O'DELL personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his authorized capacity and that by his signature on this Assignment, the person or the entity upon behalf of which he acted, executed this Assignment.

WITNESS my hand and official seal.

Teresa A. Danner
Notary Public

TERESA A. DANNER
Notary Public - State of Missouri
Commissioned in Cass County
My Commission Expires: March 15, 2008

DATE: 8/25/05

Daniel R Ferrell
DANIEL R. FERRELL

STATE OF Missouri)
COUNTY OF Jackson) SS.

On August 25, 2005, before me, the undersigned, a notary public for the State of Missouri, there personally appeared DANIEL R. FERRELL personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his authorized capacity and that by his signature on this Assignment, the person or the entity upon behalf of which he acted, executed this Assignment.

WITNESS my hand and official seal.

Teresa A. Danner
Notary Public

TERESA A. DANNER
Notary Public - State of Missouri
Commissioned in Cass County
My Commission Expires: March 15, 2008

DATE: 8/30/05

David E. Caldwell
DAVID E. CALDWELL

STATE OF Missouri)
COUNTY OF Jackson) SS.

On August 30, 2005, before me, the undersigned, a notary public for the State of Missouri, there personally appeared DAVID E. CALDWELL personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his authorized capacity and that by his signature on this Assignment, the person or the entity upon behalf of which he acted, executed this Assignment.

WITNESS my hand and official seal.

Teresa A. Danner
Notary Public

TERESA A. DANNER
Notary Public - State of Missouri
Commissioned in County
My Commission Expires: 15, 2008

TERESA A. DANNER
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