

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																		
NATURE OF CONVEYANCE:	ASSIGNMENT																		
CONVEYING PARTY DATA																			
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CORRESPONDENCE DATA																			
<p>Fax Number: 8164215547  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 816-474-6550        Email: tdunkin@shb.com        Correspondent Name: Clint Newton, SHOOK, HARDY &amp; BACON LLP        Address Line 1: 2555 Grand Blvd.        Address Line 4: KANSAS CITY, MISSOURI 64108</p>																			
ATTORNEY DOCKET NUMBER:	HALC.164178																		

OP \$40.00 13650420

NAME OF SUBMITTER:

Tammy Dunkin

**Total Attachments: 6**

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**PATENT**

**REEL: 029310 FRAME: 0539**

ASSIGNMENT

WHEREAS, we, Jennifer R. Garbos, of ~~7736 McGee Street,~~ <sup>9615 Grandview Rd.</sup> Kansas City, in the County of Jackson, and State of Missouri, Timothy G. Bodendistel, of 15609 W. 81<sup>st</sup> Street, Lenexa, in the County of Johnson, and State of Kansas, Peter B. Friedmann, of 3033 W. 51<sup>st</sup> Terrace, Westwood, in the County of Wyandotte, and State of Kansas, Randy D. Smith, of 308 NE Hidden Valley Way, Lee's Summit, in the County of Jackson, and State of Missouri, William L. Brown, Jr., of 1225 W. 62<sup>nd</sup> Street, Apt. 1, Kansas City, in the County of Jackson, and State of Missouri, Mary E. Gentry, of 2901 W. 67<sup>th</sup> Terrace, Mission Hills, in the County of Johnson, State of Kansas, Kevin W. Swanson, of 7400 Village Drive, Prairie Village, in the county of Johnson, and State of Kansas, and Robert E. Langley, of 6400 Wyandotte 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 we have made application for Letters Patent of the United States, Serial No. 13/650,420, filed October 12, 2012; 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, Timothy G. Bodendistel, Peter P. Friedmann, Randy D. Smith, William L. Brown, Jr., Mary E. Gentry, Kevin W. Swanson, and Robert E. Langley, 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 13<sup>th</sup> day of November, 2012.

  
Jennifer R. Garbos

STATE OF Missouri :  
: ss.  
COUNTY OF Jackson :

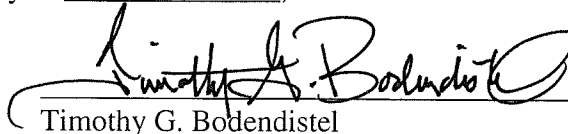
Before me personally appeared Jennifer R. Garbos, to me known to be the person described in, and who executed the foregoing instrument, and she duly acknowledged to me that he executed the same for the uses and purposes therein set forth, on the day and year aforesaid.

  
Notary Public

S E A L

My Commission Expires: 6-15-2015

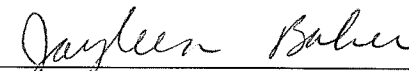
EXECUTED this 30<sup>th</sup> day of October, 2012.

  
 Timothy G. Bodendistel

STATE OF Missouri :  
 : ss.  
 COUNTY OF Jackson :

Before me personally appeared Timothy G. Bodendistel, 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

  
 Notary Public

My Commission Expires: May 30, 2016

**JAYLEEN BAKER  
 NOTARY PUBLIC - NOTARY SEAL  
 STATE OF MISSOURI  
 CLAY COUNTY  
 MY COMMISSION EXPIRES: MAY 30, 2016  
 COMMISSION # 12514835**


EXECUTED this 30 day of October, 2012.

  
 Peter B. Friedmann

STATE OF Missouri :  
 : ss.  
 COUNTY OF Jackson :

Before me personally appeared Peter B. Friedmann, 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

  
 Notary Public

My Commission Expires: May 30, 2016

**JAYLEEN BAKER  
 NOTARY PUBLIC - NOTARY SEAL  
 STATE OF MISSOURI  
 CLAY COUNTY  
 MY COMMISSION EXPIRES: MAY 30, 2016  
 COMMISSION # 12514835**

EXECUTED this 6<sup>th</sup> day of November, 2012.

Randy D. Smith  
Randy D. Smith

STATE OF Missouri :  
COUNTY OF Jackson : ss.

Before me personally appeared Randy D. Smith, 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, 2016

**JAYLEEN BAKER  
NOTARY PUBLIC - NOTARY SEAL  
STATE OF MISSOURI  
CLAY COUNTY  
MY COMMISSION EXPIRES: MAY 30, 2016  
COMMISSION # 12514835**

EXECUTED this 2<sup>nd</sup> day of November, 2012.

William L. Brown, Jr.  
William L. Brown, Jr.

STATE OF Missouri :  
COUNTY OF Jackson : ss.

Before me personally appeared William L. Brown, Jr., 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, 2016

**JAYLEEN BAKER  
NOTARY PUBLIC - NOTARY SEAL  
STATE OF MISSOURI  
CLAY COUNTY  
MY COMMISSION EXPIRES: MAY 30, 2016  
COMMISSION # 12514835**

EXECUTED this 1<sup>st</sup> day of November, 2012.

Mary E. Gentry  
Mary E. Gentry

STATE OF Missouri :  
: ss.  
COUNTY OF Jackson :

Before me personally appeared Mary E. Gentry, to me known to be the person described in, and who executed the foregoing instrument, and she 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, 2016

**JAYLEEN BAKER  
NOTARY PUBLIC - NOTARY SEAL  
STATE OF MISSOURI  
CLAY COUNTY  
MY COMMISSION EXPIRES: MAY 30, 2016  
COMMISSION # 12514835**

EXECUTED this 30<sup>th</sup> day of October, 2012.

Kevin W. Swanson  
Kevin W. Swanson

STATE OF Missouri :  
: ss.  
COUNTY OF Jackson :

Before me personally appeared Kevin W. Swanson, 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, 2016

**JAYLEEN BAKER  
NOTARY PUBLIC - NOTARY SEAL  
STATE OF MISSOURI  
CLAY COUNTY  
MY COMMISSION EXPIRES: MAY 30, 2016  
COMMISSION # 12514835**

EXECUTED this 30<sup>th</sup> day of October, 2012.

Robert E. Langley

STATE OF Missouri :  
COUNTY OF Jackson : ss.

Before me personally appeared Robert E. Langley, 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

SEAL

My Commission Expires: May 30, 2016

**JAYLEEN BAKER**  
**NOTARY PUBLIC - NOTARY SEAL**  
**STATE OF MISSOURI**  
**CLAY COUNTY**  
**MY COMMISSION EXPIRES: MAY 30, 2016**  
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