502166409 12/18/2012

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
TODD E. BERRY	01/30/2009
SHAUN P. ARNESS	01/30/2009

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:	13717261

CORRESPONDENCE DATA

Fax Number: 8164215547

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

Phone: 816-474-6550
Email: tdunkin@shb.com

Correspondent Name: Clint Newton, SHOOK, HARDY & BACON LLP

Address Line 1: 2555 Grand Blvd.

Address Line 4: KANSAS CITY, MISSOURI 64108

ATTORNEY DOCKET NUMBER: HALC.178158

NAME OF SUBMITTER: Tammy Dunkin

Total Attachments: 3

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PATENT

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ASSIGNMENT

WHEREAS, we, Todd E. Berry, of 1510 West 45th Street, Kansas City, in the

County of Jackson, and State of Missouri 64111, and Shaun P. Arness, of 5135 Halsey Street,

Shawnee, in the County of Johnson and State of Kansas 66216, have invented certain new and

useful improvements in CONVERTIBLE CARD ROW for which we have made application for

Letters Patent of the United States, Serial No. 12/347,111, filed December 31, 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, Todd

E. Berry and Shaun P. Arness, 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

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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 30 th day of January, 2009.

Todd F Berry

STATE OF Missouri

SS.

COUNTY OF Jackson

Before me personally appeared Todd E. Berry, 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

Jayleen Baher Notary Public

My Commission Expires:

May 30, 2012

JAYLEEN BAKER

NOTARY PUBLIC - NOTARY SEAL

STATE OF MISSOURI

CLAY COUNTY

COMMISSION EXPIRES: MAY 30, 201

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EXECUTED this 30 day of January, 2009

Shaun P. Arness

STATE OF Missouri

COUNTY OF Jackson

Before me personally appeared Shaun P. Arness, 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

My Commission Expires:

May 30, 2012

Notary Public

JAYLEEN BAKER
NOTARY PUBLIC - NOTARY SEAL
STATE OF MISSOURI
CLAY COMMISSION EXPERS.

MY COMMISSION EXPIRES: MAY 30, 2012 COMMISSION # 08514835

RECORDED: 12/18/2012