

PATENT ASSIGNMENT

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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>TODD E. BERRY</td> <td>01/30/2009</td> </tr> <tr> <td>SHAUN P. ARNESS</td> <td>01/30/2009</td> </tr> </tbody> </table>		Name	Execution Date	TODD E. BERRY	01/30/2009	SHAUN P. ARNESS	01/30/2009
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							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13717261</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13717261		
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Application Number:	13717261						
CORRESPONDENCE DATA							
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NAME OF SUBMITTER:	Tammy Dunkin						
Total Attachments: 3 source=178158_Assignment#page1.tif source=178158_Assignment#page2.tif source=178158_Assignment#page3.tif							

OP \$40.00 13717261

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

