

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT												
EFFECTIVE DATE:	03/15/2013												
CONVEYING PARTY DATA													
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>DAVID LYNN REYNOLDS</td> <td>04/05/2013</td> </tr> <tr> <td>KAITLYN JEROME</td> <td>04/05/2013</td> </tr> <tr> <td>MICHAEL ROBERT ADAIR</td> <td>04/08/2013</td> </tr> <tr> <td>ORLANDA DOMINIC LACY</td> <td>04/05/2013</td> </tr> <tr> <td>DOUGLAS M. BOWEN</td> <td>04/08/2013</td> </tr> </tbody> </table>		Name	Execution Date	DAVID LYNN REYNOLDS	04/05/2013	KAITLYN JEROME	04/05/2013	MICHAEL ROBERT ADAIR	04/08/2013	ORLANDA DOMINIC LACY	04/05/2013	DOUGLAS M. BOWEN	04/08/2013
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ORLANDA DOMINIC LACY	04/05/2013												
DOUGLAS M. BOWEN	04/08/2013												
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>13838543</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13838543								
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CORRESPONDENCE DATA													
Fax Number:	8164215547												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
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.181956												
NAME OF SUBMITTER:	Tammy Dunkin												

OP \$40.00 13838543

Signature:	/Tammy Dunkin/
Date:	04/12/2013
Total Attachments: 5 source=181956_Executed_Assign#page1.tif source=181956_Executed_Assign#page2.tif source=181956_Executed_Assign#page3.tif source=181956_Executed_Assign#page4.tif source=181956_Executed_Assign#page5.tif	

ASSIGNMENT

WHEREAS, we, David Lynn Reynolds, of 2309 NW 13th Street, Blue Springs, in the County of Jackson, and State of Missouri (64015), Kaitlyn Jerome, of 3346 Gillham Road, Apt. 3W, Kansas City, in the County of Jackson, and State of Missouri (64109), Michael Robert Adair, of 10401 Barton, Overland Park, in the County of Johnson, and State of Kansas (66214), Orlanda Dominic Lacy of 200 Main Street, #205, Kansas City, in the County of Jackson, and State of Missouri (64105), and Douglas M. Bowen, of 63 Apple Tree Hill, Fitchburg, in the County of Worcester, and State of Massachusetts (01420), have invented certain new and useful improvements in GREETING CARD WITH SPINNER ACTIVATED MULTIMEDIA CONTENT for which we have made application for Letters Patent of the United States, Serial No. 13/838,543, filed March 15, 2013; 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, nunc pro tunc effective March 15, 2013.

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, David Lynn Reynolds, Kaitlyn Jerome, Michael Robert Adair, Orlanda Dominic Lacy and Douglas M. Bowen, have sold, assigned and transferred, and by these presents do sell, assign and transfer unto said Hallmark Cards, Incorporated, nunc pro tunc effective March 15, 2013, 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 5th day of April, 2013.

David L. Reynolds
David Lynn Reynolds

STATE OF Missouri :
: ss.
COUNTY OF Jackson :

Before me personally appeared David Lynn Reynolds, 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 5th day of April, 2013.

Kaitlyn Jerome
Kaitlyn Jerome

STATE OF Missouri :
: ss.
COUNTY OF Jackson :

Before me personally appeared Kaitlyn Jerome, to me known to be the person described in, and who executed the foregoing instrument, and she duly acknowledged to me that she 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 8th day of April, 2013.

Michael Robert Adair
Michael Robert Adair

STATE OF Missouri :
: ss.
COUNTY OF Jackson :

Before me personally appeared Michael Robert Adair, 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 5th day of April, 2013.

Orlanda D. Lacy
Orlanda Dominic Lacy

STATE OF Missouri :
 : ss.
COUNTY OF Jackson :

Before me personally appeared Orlanda Dominic Lacy, 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 _____ day of _____, 2013.

Douglas M. Bowen

STATE OF _____ :
 : ss.
COUNTY OF _____ :

Before me personally appeared Douglas M. Bowen, 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

S E A L

My Commission Expires: _____

EXECUTED this ____ day of _____, 2013.

Orlanda Dominic Lacy

STATE OF _____ :
 : ss.
COUNTY OF _____ :

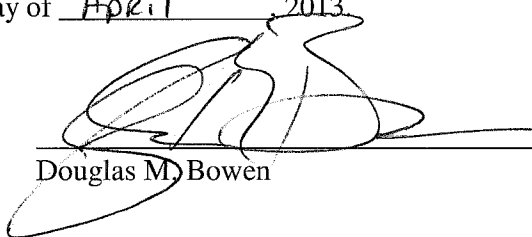
Before me personally appeared Orlanda Dominic Lacy, to me known to be the person described in, and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth, on the day and year aforesaid.

S E A L

Notary Public

My Commission Expires: _____

EXECUTED this 8 day of April, 2013



Douglas M. Bowen

STATE OF Massachusetts :
 : ss.
COUNTY OF Worcester :

Before me personally appeared Douglas M. Bowen, 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: April 4, 2014

