

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

| 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>TIMOTHY JAY LIEN</td> <td>07/11/2013</td> </tr> <tr> <td>JASON BLAKE PENROD</td> <td>07/12/2013</td> </tr> <tr> <td>STEVE EIKOS</td> <td>07/11/2013</td> </tr> <tr> <td>ROBERT D. WERTANEN</td> <td>07/09/2013</td> </tr> <tr> <td>MA LAP MAN</td> <td>07/16/2013</td> </tr> <tr> <td>WESLEY D. LINDQUIST</td> <td>07/08/2013</td> </tr> <tr> <td>KARI JEAN WALBERG</td> <td>07/11/2013</td> </tr> </tbody> </table> |                                       | Name          | Execution Date | TIMOTHY JAY LIEN    | 07/11/2013 | JASON BLAKE PENROD | 07/12/2013 | STEVE EIKOS | 07/11/2013 | ROBERT D. WERTANEN | 07/09/2013 | MA LAP MAN | 07/16/2013 | WESLEY D. LINDQUIST | 07/08/2013 | KARI JEAN WALBERG | 07/11/2013 |
| Name   | Execution Date                        |               |                |                     |            |                    |            |             |            |                    |            |            |            |                     |            |                   |            |
| TIMOTHY JAY LIEN   | 07/11/2013                            |               |                |                     |            |                    |            |             |            |                    |            |            |            |                     |            |                   |            |
| JASON BLAKE PENROD   | 07/12/2013                            |               |                |                     |            |                    |            |             |            |                    |            |            |            |                     |            |                   |            |
| STEVE EIKOS  | 07/11/2013                            |               |                |                     |            |                    |            |             |            |                    |            |            |            |                     |            |                   |            |
| ROBERT D. WERTANEN   | 07/09/2013                            |               |                |                     |            |                    |            |             |            |                    |            |            |            |                     |            |                   |            |
| MA LAP MAN   | 07/16/2013                            |               |                |                     |            |                    |            |             |            |                    |            |            |            |                     |            |                   |            |
| WESLEY D. LINDQUIST  | 07/08/2013                            |               |                |                     |            |                    |            |             |            |                    |            |            |            |                     |            |                   |            |
| KARI JEAN WALBERG  | 07/11/2013                            |               |                |                     |            |                    |            |             |            |                    |            |            |            |                     |            |                   |            |
| 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>13928518</td> </tr> </tbody> </table>  |                                       | Property Type | Number         | Application Number: | 13928518   |                    |            |             |            |                    |            |            |            |                     |            |                   |            |
| Property Type  | Number                                |               |                |                     |            |                    |            |             |            |                    |            |            |            |                     |            |                   |            |
| Application Number:  | 13928518                              |               |                |                     |            |                    |            |             |            |                    |            |            |            |                     |            |                   |            |
| 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:  | Jason O. Howard, Shook, Hardy & Bacon |               |                |                     |            |                    |            |             |            |                    |            |            |            |                     |            |                   |            |
| Address Line 1:  | 2555 Grand Blvd.                      |               |                |                     |            |                    |            |             |            |                    |            |            |            |                     |            |                   |            |
| Address Line 4:  | Kansas City, MISSOURI 64108           |               |                |                     |            |                    |            |             |            |                    |            |            |            |                     |            |                   |            |
| ATTORNEY DOCKET NUMBER:  | HALC.170604                           |               |                |                     |            |                    |            |             |            |                    |            |            |            |                     |            |                   |            |

OP \$40.00 13928518

|   |                |
|---|----------------|
| NAME OF SUBMITTER:  | TAMMY DUNKIN   |
| Signature:  | /TAMMY DUNKIN/ |
| Date:   | 08/02/2013     |
| <b>Total Attachments: 6</b><br>source=170604_Executed_Assignment#page1.tif<br>source=170604_Executed_Assignment#page2.tif<br>source=170604_Executed_Assignment#page3.tif<br>source=170604_Executed_Assignment#page4.tif<br>source=170604_Executed_Assignment#page5.tif<br>source=170604_Executed_Assignment#page6.tif |                |

**ASSIGNMENT**

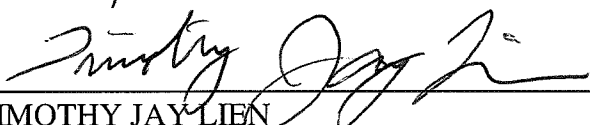
WHEREAS, we, Timothy Jay Lien of 8339 Allman Road, Lenexa, in the County of Johnson, and State of Kansas (66219), Jason Blake Penrod of 5915 Lone Elm, Shawnee, in the County of Johnson, and State of Kansas (66218), Steve Eikos of 15518 W. 89<sup>th</sup> Place, Lenexa, in the County of Johnson, and State of Kansas (66219), Robert D. Wertanen of 14025 NW 63<sup>rd</sup> Street, Parkville, in the County of Platte, and State of Missouri (64152), Ma Lap Man of Flat D, 10<sup>th</sup> Floor Block 3, Royal Penninsula 8 Hung Lai Road, Hung Hom Kowloon, Hong Kong, Wesley D. Lindquist, of 5114 NW 66<sup>th</sup> Terrace, Kansas City, in the County of Platte, and State of Missouri (64151), Kari Jean Walberg, of 9819 Cedar Street, Overland Park, in the County of Johnson, and State of Kansas (66207), have invented certain new and useful improvements in LIGHT ANIMATED OBJECTS for which we have made application for Letters Patent of the United States, Serial No. 13/928,518, filed June 27, 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, State of Missouri (64141), 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, Timothy Jay Lien, Jason Blake Penrod, Steve Eikos, Robert D. Wertanen, Ma Lap Man, Wesley D. Lindquist, and Kari Jean Walberg, 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

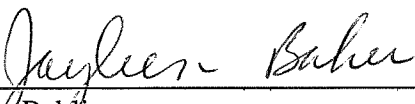
described in the above-identified application; in, to and under said application; in, to and under any and all refilings, divisions and continuations of said application; in, to and under any and all Letters Patent of the United States of America which may issue from said application, refilings, divisions 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 11<sup>th</sup> day of July, 2013.

  
 \_\_\_\_\_  
 TIMOTHY JAY LIEN

STATE OF Missouri :  
 : ss.  
 COUNTY OF Jackson :

Before me personally appeared TIMOTHY JAY LIEN 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

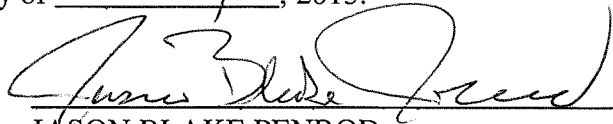
S E A L

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

PATENT

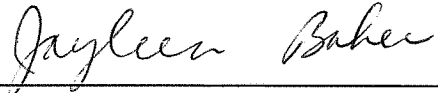
My Commission Expires: May 30, 2016

EXECUTED this 12<sup>th</sup> day of July, 2013.

  
\_\_\_\_\_  
JASON BLAKE PENROD

STATE OF Missouri :  
  : ss.  
COUNTY OF Jackson :

Before me personally appeared JASON BLAKE PENROD 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.

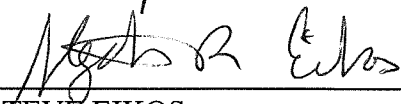
  
\_\_\_\_\_  
Notary Public

SEAL

My Commission Expires: May 30, 2016

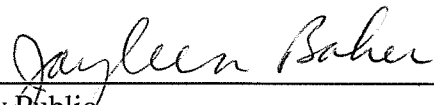
**JAYLEEN BAKER  
NOTARY PUBLIC - NOTARY SEAL  
STATE OF MISSOURI  
CLAY COUNTY  
MY COMMISSION EXPIRES: MAY 30, 2016  
COMMISSION # 12514835**

EXECUTED this 11<sup>th</sup> day of July, 2013.

  
\_\_\_\_\_  
STEVE EIKOS

STATE OF Missouri :  
  : ss.  
COUNTY OF Jackson :

Before me personally appeared STEVE EIKOS 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

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

My Commission Expires: May 30, 2016

EXECUTED this 9<sup>th</sup> day of July, 2013.

*[Handwritten Signature]*

ROBERT D. WERTANEN

STATE OF Missouri :  
: ss.  
COUNTY OF Jackson :

Before me personally appeared ROBERT D. WERTANEN 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.

MA LAP MAN

Witness 1: \_\_\_\_\_

Printed Name:

Witness 2: \_\_\_\_\_

Printed Name:

My Commission Expires: \_\_\_\_\_

EXECUTED this \_\_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
ROBERT D. WERTANEN

STATE OF \_\_\_\_\_ :  
: ss.  
COUNTY OF \_\_\_\_\_ :

Before me personally appeared ROBERT D. WERTANEN 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 16 day of July, 2013.

\_\_\_\_\_  
MA LAP MAN

Witness 1: [Signature]  
Printed Name: **ERIC MAK**

Witness 2: [Signature]  
Printed Name: **THOMAS HUI**  
7/16/2013

EXECUTED this 8<sup>th</sup> day of July, 2013.

Wesley D. Lindquist  
WESLEY D. LINDQUIST

STATE OF Missouri :  
: ss.  
COUNTY OF Jackson :

Before me personally appeared WESLEY D. LINDQUIST 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 11<sup>th</sup> day of July, 2013.

Kari Jean Walberg  
KARI JEAN WALBERG

STATE OF Missouri :  
: ss.  
COUNTY OF Jackson :

Before me personally appeared KARI JEAN WALBERG 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**