

10-28-1998

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

3 No. 0651-0011 (exp. 4/94)

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
 Patricia A. Duefrene **MRD 10-13-98**
 P.O. Box 1263
 Kailua-Kona, Hawaii 96745

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
 Name: Hallmark Licensing, Inc.
 Internal Address: _____
 Street Address: 2440 Pershing Road
 City: Kansas City State: Missouri ZIP: 64108

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Delaware
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: 31 July 1997

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)
(74/668,487)

B. Trademark Registration No.(s)
(1,968,397)

Additional numbers attached? Yes No

6. Total number of applications and registrations involved: 1

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Denise J. Putrah
 Internal Address: Legal Department, #339
Hallmark Cards, Incorporated
 Street Address: 2501 McGee Trafficway
 City: Kansas City State: Missouri ZIP: 64108

7. Total fee (37 CFR 3.41).....\$ 40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: _____
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature:
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Denise J. Putrah Denise J. Putrah Oct. 1998
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patents & Trademarks, Box Assignments
 Washington, D.C. 20231

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