

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |

CONVEYING PARTY DATA

| Name | Execution Date |
|---------------------|----------------|
| Josef A. MANDELBAUM | 06/25/2008 |
| Rajiv JAIN | 07/14/2008 |
| Allison MARSH | 06/24/2008 |
| Kimberly BIKOWSKI | 06/24/2008 |
| Cathy TASSE | 06/24/2008 |
| David MAYER | 06/24/2008 |
| Eliza DeVOGEL | 06/24/2008 |
| Katalina SPECK | 06/24/2008 |
| Mary McCLAIN | 06/24/2008 |
| Sharon BOGDANSKI | 06/24/2008 |
| Mindy LEEDERS | 06/24/2008 |
| Catherine GRUNTMAN | 07/11/2008 |

RECEIVING PARTY DATA

| | |
|-----------------|--------------------------------|
| Name: | American Greetings Corporation |
| Street Address: | One American Road |
| City: | Cleveland |
| State/Country: | OHIO |
| Postal Code: | 44144 |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|---------------------|----------|
| Application Number: | 12126235 |

CORRESPONDENCE DATA

Fax Number: (216)623-0134
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 216.623.0150
 Email: jridge@ralaw.com, merne@ralaw.com

CH \$40.00 12126235

Correspondent Name: James C. Scott
Address Line 1: 1375 East Ninth Street
Address Line 2: One Cleveland Center, Ninth Floor
Address Line 4: Cleveland, OHIO 44114

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| ATTORNEY DOCKET NUMBER: | 109769.0172 |
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| NAME OF SUBMITTER: | James C. Scott |
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Total Attachments: 5
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ASSIGNMENT

WHEREAS, we, **Josef A. Mandelbaum**, a citizen of United States, residing at 2485 Buckhurst Drive, Beachwood, Ohio 44122; **Rajiv Jain**, a citizen of United States, residing at 18551 Farragut Lane, Monte Sereno, CA 95030; **Allison Marsh**, a citizen of United States, residing at 881 Collins Pond Drive, Ravenna, OH 44266; **Kimberly Bikowski**, a citizen of United States, residing at 36134 North Park Drive, Avon, OH 44011; **Cathy Tasse**, a citizen of United States, residing at 30328 Jefferson Way, Westlake, OH 44145; **David Mayer**, a citizen of United States, residing at 291 Bassett Rd., Bay Village, OH 44140; **Eliza DeVogel**, a citizen of United States, residing at 12936 Clifton Blvd., Apt. #3, Lakewood, OH 44107; **Katalina Speck**, a citizen of United States, residing at 3420 Bradley Rd., Westlake, OH 44145; **Mary McClain**, a citizen of United States, residing at 3315 Greenway Road, Shaker Heights, OH 44122; **Sharon Bogdanski**, a citizen of United States, residing at 5250 Columbia Rd., Apt. 745, N. Olmsted 44070; **Mindy Leeders**, a citizen of United States, residing at 2625 Orchard Park NW, Canton, Ohio 44718 and **Catherine Gruntman**, a citizen of United States, residing at 24840 Kennedy Ridge Road, #201, North Olmsted, OH 44070 have invented certain inventions and improvements disclosed in a patent application entitled "ELECTRONIC GREETING CARDS" which was filed in the United States Patent and Trademark Office on May 28, 2008, serial no. 12/126,235; and

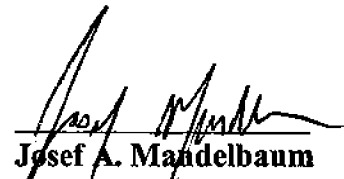
WHEREAS, **AMERICAN GREETINGS CORPORATION**, a corporation of the State of Ohio having a principal place of business at One American Road, Cleveland, Ohio 44144, is desirous of acquiring an interest in the same.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which we hereby acknowledge, we, **Josef A. Mandelbaum, Rajiv Jain, Allison Marsh, Kimberly Bikowski, Cathy Tasse, David Mayer, Eliza DeVogel, Katalina Speck, Mary McClain, Sharon Bogdanski, Mindy Leeders and Catherine Gruntman** by these presents do sell, assign, and transfer to **AMERICAN GREETINGS CORPORATION**, the full,

exclusive, and entire right, title, and interest in and to said application, in and to any divisions, continuations, reexaminations, and reissues thereof, and in and to all inventions and improvements disclosed and described in said application, preparatory to obtaining Letters Patent of the United States therefor; and we hereby request the Director of the U.S. Patent and Trademark Office to issue any and all Letters Patent of the United States resulting from said application, or from a division, continuation, reexamination, or reissue thereof, to **AMERICAN GREETINGS CORPORATION** as the assignee, for its interest and for the sole use and benefit of **AMERICAN GREETINGS CORPORATION** and its assigns and legal representatives;

For the same consideration, we, by these presents, do sell, assign, and transfer to **AMERICAN GREETINGS CORPORATION** the full, exclusive, and entire right, title, and interest in and to any foreign application or applications corresponding to said application, in whole or in part, in countries other than the United States, in and to any Letters Patent and similar protective rights granted on said foreign applications, and in and to the right to claim any applicable priority rights arising from or required for said foreign applications under the terms of any applicable conventions, treaties, statutes, or regulations; said foreign applications to be filed and issued in the name of **AMERICAN GREETINGS CORPORATION** or its designee insofar as permitted by applicable law;

AND, for the same consideration, we agree to sign all lawful papers, execute all division, continuing, reexamination, reissue, and other applications, make all assignments and rightful oaths, and generally do everything possible to aid **AMERICAN GREETINGS CORPORATION**, its successors, assigns, and nominees to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world.


Josef A. Mandelbaum

6/25/08
Date


Rajiv Jain


7/14/08
Date


Allison Marsh

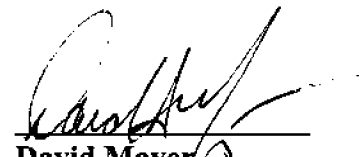
6/24/08
Date


Kimberly Bikowski

6/24/08
Date


Cathy Tasse

6-24-08
Date


David Mayer

6/24/08
Date


Eliza DeVogel

6-24-08
Date


Katalina Speck

6/24/08
Date

Mary McClain
Mary McClain

6/24/08
Date

Sharon Bogdanski
Sharon Bogdanski

6/24/08
Date

Mindy Leeders
Mindy Leeders

6/24/08
Date

[See Next Page]
Catherine Gruntman

Date

Mary McClain

Date

Sharon Bogdanski

Date

Mindy Leeders

Date


Catherine Gruntman

x 07/11/2008

Date