

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>Christopher P. Weigand</td><td>12/17/2008</td></tr><tr><td>Gary A. Hodge</td><td>12/26/2008</td></tr></tbody></table>		Name	Execution Date	Christopher P. Weigand	12/17/2008	Gary A. Hodge	12/26/2008				
Name	Execution Date										
Christopher P. Weigand	12/17/2008										
Gary A. Hodge	12/26/2008										
RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>American Greetings Corporation</td></tr><tr><td>Street Address:</td><td>One American Road</td></tr><tr><td>City:</td><td>Cleveland</td></tr><tr><td>State/Country:</td><td>OHIO</td></tr><tr><td>Postal Code:</td><td>44144</td></tr></table>		Name:	American Greetings Corporation	Street Address:	One American Road	City:	Cleveland	State/Country:	OHIO	Postal Code:	44144
Name:	American Greetings Corporation										
Street Address:	One American Road										
City:	Cleveland										
State/Country:	OHIO										
Postal Code:	44144										
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>12355119</td></tr></tbody></table>		Property Type	Number	Application Number:	12355119						
Property Type	Number										
Application Number:	12355119										
CORRESPONDENCE DATA											
Fax Number: (216)623-0134 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone: 216.623.0150											
Email: jridge@ralaw.com											
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											
ATTORNEY DOCKET NUMBER:	109769.0209										
NAME OF SUBMITTER:	James C. Scott										
Total Attachments: 3 source=209#page1.tif source=209#page2.tif											

CH \$40.00 12355119

500760231

PATENT
REEL: 022140 FRAME: 0087

ASSIGNMENT

WHEREAS, we, **Christopher P. Weigand**, a citizen of the United States of America, residing at 8006 Summersweet Trail, Sagamore Hills, Ohio 44067; and **Gary A. Hodge**, a citizen of the United States of America, residing at 2910 County Line Road, Rutherfordton, NC 28139, have invented certain inventions and improvements disclosed in a patent application entitled "**PRODUCT DISPLAY HIGHLIGHTER**," and filed in the United States Patent and Trademark Office on January 16, 2009, serial no. 12/355,119; and

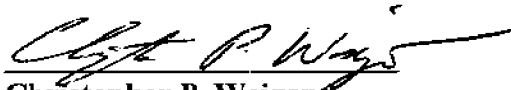
WHEREAS, **AMERICAN GREETINGS CORPORATION**, a corporation of the State of Ohio having a principal place of business at One American Road, Cleveland, Ohio 44144, is desirous of acquiring an interest in the same.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which we hereby acknowledge, we, **Christopher P. Weigand and Gary A. Hodge**, 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.


Christopher P. Weigand

12/17/08
Date

Gary A. Hodge

Date

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.

Christopher P. Weigand

Date



Gary A. Hodge



Date