

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Scott Morrissey	11/12/2009
David E. Blinderman	11/04/2009
Joel Hageman	11/04/2009

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:	12579482

CORRESPONDENCE DATA

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 Email: jridge@ralaw.com
 Correspondent Name: ROETZEL & ADDRESS
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 Address Line 4: CLEVELAND, OHIO 44114

ATTORNEY DOCKET NUMBER:	109769.0143-CIP
NAME OF SUBMITTER:	James C. Scott

Total Attachments: 4
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**PATENT
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ASSIGNMENT

WHEREAS, we, **Scott Morrissey**, a citizen of the United States of America and a resident of Arizona, residing at 4202 E. Cactus Road, Apt. 6308, Phoenix, AZ 85032; **David Blinderman**, a citizen of the United States of America and a resident of Ohio, residing at One American Road, Cleveland, OH 44144; and **Joel Hageman**, a citizen of the United States of America and a resident of Ohio, whose post office address is 1195 Webb Rd., Lakewood, Ohio 44107, have invented certain inventions and improvements disclosed in a continuation-in-part patent application entitled "**RETAIL DISPLAY OF FLAT ROLL GIFT WRAP PRODUCTS**," and filed in the United States Patent and Trademark Office on **October 15, 2009**, serial no. **12/579,482**; 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, **Scott Morrissey, David Blinderman, Joel Hageman**, 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.



Scott Morrissey

x 11.12.09

Date

David E. Blinderman

Date

Joel Hageman

Date

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Scott Morrissey

Date



David E. Blinderman

Date

04 NOV 09

Joel Hageman

Date

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Scott Morrissey

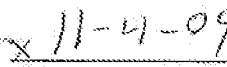
Date

David E. Blinderman

Date



Joel Hageman



Date