

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Tiger Qiao</td> <td>07/28/2010</td> </tr> <tr> <td>Jerry Guo</td> <td>08/02/2010</td> </tr> <tr> <td>Dave Sapp</td> <td>07/28/2010</td> </tr> </tbody> </table>		Name	Execution Date	Tiger Qiao	07/28/2010	Jerry Guo	08/02/2010	Dave Sapp	07/28/2010		
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">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
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CORRESPONDENCE DATA											
<p>Fax Number: (216)623-0134 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 2166154832 Email: jridge@ralaw.com Correspondent Name: James C. Scott Roetzel & Andress Address Line 1: Suite 900 Address Line 2: 1375 East Ninth Street Address Line 4: Cleveland, OHIO 44114</p>											
ATTORNEY DOCKET NUMBER:	109769.0281-BI										
NAME OF SUBMITTER:	James C. Scott										
<p>Total Attachments: 3 source=281-bi-ass#page1.tif</p>											

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ASSIGNMENT

WHEREAS, we, **Tiger Qiao**, a citizen of China, residing at Room 1501, No. 1, Street No. 180, Tianyaoqiao Road, Xuhui District, Shanghai, CHINA; **Jerry Guo**, a citizen of China, residing at Room 103, No. 29, Street No. 77, Guiguo Road, Xuhui District, Shanghai, CHINA, and **Dave Sapp**, a citizen of the United States, residing 35869 Laurel Circle, North Ridgeville, OH 44039, have invented certain inventions and improvements disclosed in a patent application entitled "**BI-FOLD ELECTRONIC GREETING CARD**" which was filed in the United States Patent and Trademark Office on 07/14/2010, serial no. 29/365,731; 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, **Tiger Qiao, Jerry Guo and Dave Sapp**, 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.

Tiger Qiao

Tiger Qiao

07/23/2010

Date

Jerry Guo

Jerry Guo

8/2/2010

Date

See Attached

Dave Sapp

Date

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X

Tiger Qiao

Date

X

Jerry Guo

Date

Dave Sapp

Dave Sapp

7-28-10

Date