

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
John Segal	04/20/2011
David Mayer	03/24/2011
Terry Hughes	03/21/2011
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:	29390497
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:	109769.0288
NAME OF SUBMITTER:	James C. Scott
Total Attachments: 2 source=288ass1#page1.tif source=288ass1#page2.tif	

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REEL: 026220 FRAME: 0709

ASSIGNMENT

WHEREAS, we, **John Segal**, a citizen of the United States and a resident of New York, whose post office address is 10017 Lake Ave., Apt 301, Cleveland, OH 44102, **David Mayer**, a citizen of the United States and a resident of Ohio, whose post office address is 291 Bassett Road, Bay Village, OH 44140 and **Terry Hughes**, a citizen of the United States and a resident of Ohio, whose post office address is 36132 Acom Ct., Avon, OH 44011; have invented certain inventions and improvements disclosed in a patent application entitled "**GREETING CARD WITH GIFT CARD HOLDERS**" which was filed in the United States Patent and Trademark Office on 04/26/2011, serial no. 29/390,497; 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.

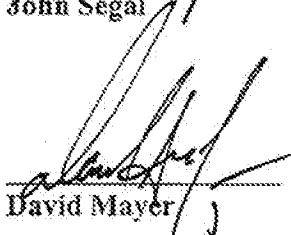
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which we hereby acknowledge, we, **John Segal, David Mayer, and Terry Hughes**, and by these presents do sell, assign, and transfer to **AMERICAN GREETINGS CORPORATION**, the full, exclusive, and entire right, title, 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.


John Segal

4/20/2011
Date


David Mayer

3/24/11
Date


Terry Hughes

3/21/11
Date