

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
David Mayer	04/25/2011
Catherine Tasse	04/25/2011
Allison Marsh	04/25/2011
Jerry Guo	06/21/2011
Tiger Qiao	06/04/2011
Sarah C. Eklund	04/27/2011
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:	13090569
CORRESPONDENCE DATA	
Fax Number: (216)623-0134 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> 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	
ATTORNEY DOCKET NUMBER:	109769.0270

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REEL: 026501 FRAME: 0256

NAME OF SUBMITTER:

James C. Scott

Total Attachments: 3

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ASSIGNMENT

WHEREAS, we, **David Mayer**, a citizen of United States, residing at 291 Bassett Rd, Bay Village, OH 44140; **Catherine Tasse**, a citizen of United States, residing at 30328 Jefferson Way, Westlake, OH 44145; **Sarah C. Eklund**, a citizen of United States, residing at 2271 Professor Street, Cleveland, OH 44113; **Allison Marsh**, a citizen of United States, residing at 881 Collins Pond Drive, Ravenna, OH 44266; **Jerry Guo**, a citizen of China, residing at Room 103, No. 29, Street 77, Guiguo Road, Xuhui District, Shanghai, Pr China; **Tiger Qiao**, a citizen of China, residing at Room 1501, No. 1, Street No. 180, Tianyaoqiao Road, Xuhui District, Shanghai, China; and have invented certain inventions and improvements disclosed in a patent application entitled "**INTERACTIVE ELECTRONIC GREETING CARDS WITH TAP AND TOUCH ACTIVATED SOUND**" which was filed in the United States Patent and Trademark Office on 04/20/2011, serial no. 13/090,569; and

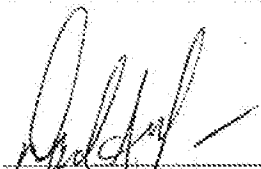
WHEREAS, **AMERICAN GREETINGS CORPORATION**, a corporation of the State of Ohio having a principal place of business at One American Road, Cleveland, Ohio 44144, is desirous of acquiring an interest in the same.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which we hereby acknowledge, we, **David Mayer, Catherine Tasse, Sarah C. Eklund; Allison Marsh, Jerry Guo, Tiger Qiao**, 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;

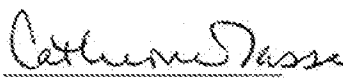
AND, for the same consideration, we agree to sign all lawful papers, execute all division, continuing, reexamination, reissue, and other applications, make all assignments and rightful oaths, and generally do everything possible to aid **AMERICAN GREETINGS CORPORATION**, its successors, assigns, and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



David Mayer

4/25/11

Date



Catherine Tasse

4-25-11

Date

Sarah C. Eklund
Sarah C. Eklund

4/27/11
Date

Allison Marsh
Allison Marsh

4/25/11
Date

Jerry Guo
Jerry Guo

06/21/11
Date

Tiger Qiao
Tiger Qiao

06/21/2011
Date