

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>Jerry Guo</td> <td>08/12/2011</td> </tr> <tr> <td>Tiger Qiao</td> <td>08/08/2011</td> </tr> <tr> <td>Dave Sapp</td> <td>07/14/2011</td> </tr> <tr> <td>Beth Laverdiere</td> <td>07/13/2011</td> </tr> <tr> <td>Johnathan Talbot</td> <td>07/13/2011</td> </tr> </tbody> </table>		Name	Execution Date	Jerry Guo	08/12/2011	Tiger Qiao	08/08/2011	Dave Sapp	07/14/2011	Beth Laverdiere	07/13/2011	Johnathan Talbot	07/13/2011
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RECEIVING PARTY DATA													
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>13198758</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13198758								
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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												
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Address Line 1:	1375 East Ninth Street												
Address Line 2:	One Cleveland Center, Ninth Floor												
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ATTORNEY DOCKET NUMBER:	109769.0271												
NAME OF SUBMITTER:	James C. Scott												
Total Attachments: 3 source=271-ass#page1.tif source=271-ass#page2.tif source=271-ass#page3.tif													

CH \$40.00 13198758

ASSIGNMENT

WHEREAS, we, **Jerry Guo**, a citizen of China, residing at Room 103, No. 29, Street 77, Guiguo Road, Xuhui District, Shanghai, Pr China; and **Tiger Qiao**, a citizen of China, residing at Room 1501, No. 1, Street No. 180, Tianyaoqiao Road, Xuhui District, Shanghai, China; **David Sapp**, a citizen of United States, residing at 423 Bounty Way, Avon Lake, OH 44012; **Beth Laverdiere**, a citizen of United States, 22449 Lake Road, Apt. 206, Rocky River, OH 44116; and **Johnathan Talbot**, a citizen of United States, residing at 562 Kenilworth Road, Bay Village, OH 44140; have invented certain inventions and improvements disclosed in a patent application entitled "**FLAP SENSOR ACTIVATED GREETING CARDS**" which was filed in the United States Patent and Trademark Office on 08/05/2011, serial no. 13/198.758; 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, **Jerry Guo, Tiger Qiao, David Sapp, Beth Laverdiere, Johnathan Talbot**, 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.

Jerry Guo
Jerry Guo

8/12/2011
Date

Tiger Qiao
Tiger Qiao

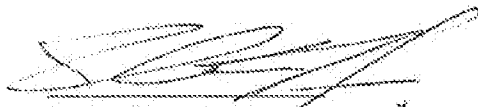
2011/08/11
Date


David Sapp

7/14/11
Date


Beth Laverdiere

7/13/11
Date


Johnathan Talbot

7/13/11
Date