

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	ASSIGNMENT																
CONVEYING PARTY DATA																	
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<table border="1"> <tr> <td>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																	
Fax Number:	(216)623-0134																
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Email:	jridge@ralaw.com																
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>																	
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																

CH \$40.00 29408095

ATTORNEY DOCKET NUMBER:	109769.0331
NAME OF SUBMITTER:	James C. Scott
Total Attachments: 3 source=331ass#page1.tif source=331ass#page2.tif source=331ass#page3.tif	

ASSIGNMENT

WHEREAS, we, **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, **Lynne Shlonsky**, a citizen of the United States and a resident of Ohio, whose post office address is 2970 E. Belvoir Oval, Shaker Heights, OH 44122, **Dave Sapp**, a citizen of the United States and a resident of Ohio, whose post office address is 35868 Laurel Circle, North Ridgeville, 44039, **John Talbot**, a citizen of the United States and a resident of Ohio, whose post office address is 562 Kenilworth Road, Bay Village, OH 44140, **Seth Larson**, a citizen of the United States and a resident of Ohio, whose post office address is 1435 Wagar Avenue, Lakewood, OH 44107, **Gary Nelson**, a citizen of the United States and a resident of Ohio, whose post office address is 32879 Walnut Drive, Avon, OH 44011, and **Carol Miller**, a citizen of the United States and a resident of Ohio, whose post office address is 2805 Haggett Drive, Twinsburg, OH 4087; have invented certain inventions and improvements disclosed in a patent application entitled "**SMART PHONE GREETING CARD**" which was filed in the United States Patent and Trademark Office on 12/07/2011, serial no. 29/408,095; and

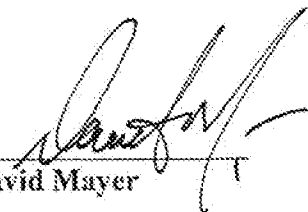
WHEREAS, **AMERICAN GREETINGS CORPORATION**, a corporation of the State of Ohio having a principal place of business at One American Road, Cleveland, Ohio 44144, is desirous of acquiring an interest in the same.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which we hereby acknowledge, we, **David Mayer, Lynne Shlonsky, Dave Sapp, John Talbot, Seth Larson, Gary Nelson and Carol Miller** 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

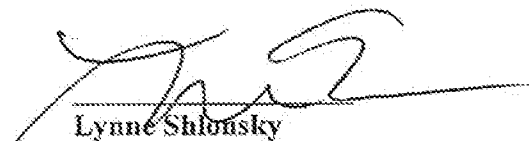
therefor; and we hereby request the Director of the U.S. Patent and Trademark Office to issue any and all Letters Patent of the United States resulting from said application, or from a division, continuation, reexamination, or reissue thereof, to **AMERICAN GREETINGS CORPORATION** as the assignee, for 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

12/1/11
Date


Lynne Shlonsky

12/1/11
Date


Dave Sapp

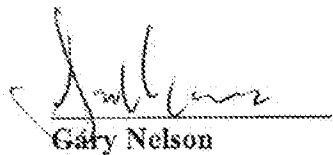
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