

PATENT ASSIGNMENT

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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>Emory Brozak</td> <td>03/06/2012</td> </tr> <tr> <td>Anthony Santarelli</td> <td>03/06/2012</td> </tr> </tbody> </table>		Name	Execution Date	Emory Brozak	03/06/2012	Anthony Santarelli	03/06/2012				
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RECEIVING PARTY DATA											
<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>44114</td> </tr> </table>		Name:	American Greetings Corporation	Street Address:	One American Road	City:	Cleveland	State/Country:	OHIO	Postal Code:	44114
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CORRESPONDENCE DATA											
<p>Fax Number: (216)623-0134 Phone: 216.623.0150 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></p> <p>Correspondent Name: James C. Scott - Roetzel & Andress Address Line 1: 1375 East Ninth Street Address Line 2: One Cleveland Center, 9th FL Address Line 4: Cleveland, OHIO 44114</p>											
ATTORNEY DOCKET NUMBER:	109769.0347										
NAME OF SUBMITTER:	James C. Scott										
Total Attachments: 2 source=347ass#page1.tif source=347ass#page2.tif											

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ASSIGNMENT

WHEREAS, we, **Emory Brozak**, a citizen of the United States and a resident of Ohio, whose post office address is 20987 Montclare Blvd., Strongsville, OH 44149 and **Anthony Santarelli**, a citizen of the United States and a resident of Ohio, whose post office address is 6354 Christman Drive, North Olmsted, OH 44070; have invented certain inventions and improvements disclosed in a design patent application entitled "**RETAIL OUTPOST**" which was filed in the United States Patent and Trademark Office on 03/12/2012, serial no. 29/415,525; 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, **Emory Brozak** and **Anthony Santarelli**, 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.


Emory Brozak

3/6/12
Date


Anthony Santarelli

3/6/12
Date