

## 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>Cathy Belk</td> <td>01/05/2007</td> </tr> <tr> <td>Jeffrey Weiss</td> <td>01/05/2007</td> </tr> <tr> <td>Thomas H. Johnston</td> <td>01/05/2007</td> </tr> <tr> <td>Steven Willensky</td> <td>01/05/2007</td> </tr> </tbody> </table>		Name	Execution Date	Cathy Belk	01/05/2007	Jeffrey Weiss	01/05/2007	Thomas H. Johnston	01/05/2007	Steven Willensky	01/05/2007
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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>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											
<p>Fax Number: 4045725100</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Email: mrussell@kslaw.com</p> <p>Correspondent Name: King &amp; Spalding</p> <p>Address Line 1: 1180 Peachtree Street</p> <p>Address Line 4: Atlanta, GEORGIA 30309</p>											
ATTORNEY DOCKET NUMBER:	12827.105009										
NAME OF SUBMITTER:	Mark Russell										

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Total Attachments: 6

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## ASSIGNMENT

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WHEREAS, we, **Cathy Belk**, a citizen of the United States of America, residing at 21026 Colby Road, Shaker Heights, OH 44122; **Jeffrey Weiss**, a citizen of the United States of America, residing at 23501 Ranch Road, Beachwood, Ohio 44122; **Thomas H. Johnston**, a citizen of the United States of America, residing at Quay 55, 5455 N. Marginal Road, Apt. 308, Cleveland, Ohio 44114 and **Steven Willensky**, a citizen of the United States of America, residing at 1937 Woodstock Road, Gates Mills, Ohio 44040 have invented certain inventions and improvements disclosed in a non-provisional patent application entitled "**Method and Apparatus for Marketing Greeting Cards in Display Fixtures**," and filed in the United States Patent and Trademark Office on August 24, 2006 and assigned U.S. Application No. 11/509,359; 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, **Cathy Belk, Jeffrey Weiss, Thomas H. Johnston** and **Steven Willensky**, 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;

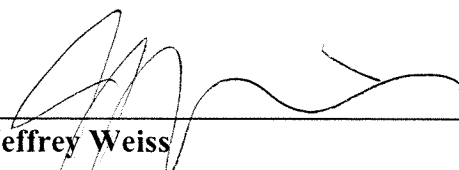
AND, for the same consideration, we agree to sign all lawful papers, execute all division, continuing, reexamination, reissue, and other applications, make all assignments and rightful oaths, and generally do everything possible to aid **AMERICAN GREETINGS CORPORATION**, its successors, assigns, and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

*[Signatures on the following pages]*

*Cathy Belk*

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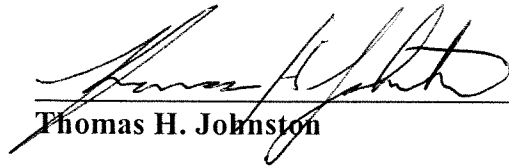
**Cathy Belk**



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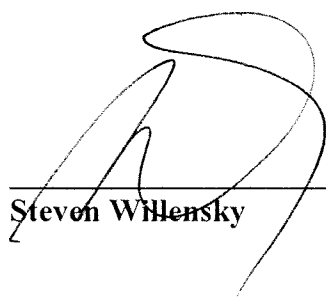
Jeffrey Weiss

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Thomas H. Johnston



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Steven Willensky