

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	AMENDED AND RESTATED COLLATERAL ASSIGNMENT OF PATENTS
CONVEYING PARTY DATA	
Name	Execution Date
AMERICAN GREETINGS CORPORATION	08/09/2013
RECEIVING PARTY DATA	
Name:	PNC BANK, A NATIONAL ASSOCIATION, AS COLLATERAL AGENT
Street Address:	500 FIRST AVENUE
Internal Address:	COMMERCIAL LOAN SERVICE CENTER/DCC
City:	PITTSBURGH
State/Country:	PENNSYLVANIA
Postal Code:	15219
PROPERTY NUMBERS Total: 210	
Property Type	Number
Patent Number:	8448361
Patent Number:	8448360
Patent Number:	8438763
Patent Number:	8418384
Patent Number:	8393098
Patent Number:	8374878
Patent Number:	8312652
Patent Number:	8322058
Patent Number:	8316565
Patent Number:	8312651
Patent Number:	8307998
Patent Number:	8281507
Patent Number:	8300873
Patent Number:	8272154

Patent Number:	8251208
Patent Number:	8256150
Patent Number:	8230624
Patent Number:	8205365
Patent Number:	8176663
Patent Number:	8172093
Patent Number:	8136677
Patent Number:	8135161
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Patent Number:	7987999
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Patent Number:	6997666
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Patent Number:	6443317
Patent Number:	6427853
Patent Number:	6360139
Patent Number:	6170674
Patent Number:	6068139
Patent Number:	6041948
Patent Number:	5946834
Patent Number:	5944203
Patent Number:	5915571
Patent Number:	5875110

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Patent Number:	5807226
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Patent Number:	5743035
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Patent Number:	5626243
Patent Number:	5622384
Patent Number:	5620103
Patent Number:	5615123
Patent Number:	5550746
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Patent Number:	5439120
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Patent Number:	D664194
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Patent Number:	D662543
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Patent Number:	D426089
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Application Number:	13925372
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Application Number:	13800532
Application Number:	13798260
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Application Number:	13613101
Application Number:	13610947
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Application Number:	13483093
Application Number:	13476326
Application Number:	13470499
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Application Number:	13460045
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Application Number:	13330754
Application Number:	13313146
Application Number:	13654659
Application Number:	13654642
Application Number:	13245951
Application Number:	13197343
Application Number:	13181814
Application Number:	13178830
Application Number:	13173623
Application Number:	13172215

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Application Number:	13153963
Application Number:	13095071
Application Number:	13090569
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Application Number:	13023813
Application Number:	12969808
Application Number:	12780062
Application Number:	12776889
Application Number:	12408102
Application Number:	12256726
Application Number:	12250662
Application Number:	12001098
Application Number:	11654382
Application Number:	10414875
Application Number:	29458900
Application Number:	29449373
Application Number:	29429063
Application Number:	09629370
Application Number:	07798676

CORRESPONDENCE DATA

Fax Number: 7147558290

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Address Line 4: COSTA MESA, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER:	052248-0000
NAME OF SUBMITTER:	KRISTIN J AZCONA
Signature:	/KJA/
Date:	09/10/2013

Total Attachments: 28

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PATENT
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AMENDED AND RESTATED COLLATERAL ASSIGNMENT OF PATENTS

AMENDED AND RESTATED COLLATERAL ASSIGNMENT OF PATENTS dated as of August 9, 2013 ("Agreement"), between AMERICAN GREETINGS CORPORATION, an Ohio corporation (together with its successors and assigns, the "Assignor"), and PNC BANK, NATIONAL ASSOCIATION, as collateral agent (together with its successors and assigns in such capacity, the "Collateral Agent"), for the benefit of the Secured Creditors (as defined in the Security Agreement referred to below):

RECITALS:

(1) Reference is made to that certain Collateral Assignment of Patents, dated as of July 8, 2010, made by the Assignor in favor of the Collateral Agent, as heretofore amended (as so amended, the "Existing Collateral Assignment of Patents").

(2) This Agreement is made pursuant to the Credit Agreement, dated as of August 9, 2013 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "Credit Agreement"), among Century Merger Company, an Ohio corporation ("Merger Sub", and upon consummation of the Closing Date Acquisition, American Greetings Corporation, an Ohio corporation, as successor by merger to Merger Sub) (together with its successors and assigns, the "Borrower"), Century Intermediate Holding Company, a Delaware corporation ("Holdings"), the Canadian borrowers from time to time party thereto, the lenders from time to time party thereto (the "Lenders"), Bank of America, N.A., as global agent, and PNC Bank, National Association, as revolver agent and collateral agent for the Lenders.

(3) In connection with the Credit Agreement, the Assignor is a party to an Amended and Restated Pledge and Security Agreement, dated as of August 9, 2013 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "Security Agreement"), among the Assignor, the other grantors from time to time party thereto and the Collateral Agent, pursuant to which the Assignor has granted to the Collateral Agent, for the benefit of the Secured Creditors, a continuing security interest in, assignment of and lien on substantially all of its assets, whether now owned or existing or hereafter acquired or arising.

NOW, THEREFORE, in consideration of the foregoing, the mutual covenants contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby (i) amends and restates in its entirety the Existing Collateral Assignment of Patents and (ii) covenants and agrees with the Collateral Agent and the other Secured Creditors as follows:

1. Defined Terms. Terms used herein without definition shall have the respective meanings ascribed thereto in the Security Agreement.

2. Assignment and Grant of Security Interest. As security for the prompt payment and performance of the Secured Obligations, the Assignor hereby assigns to the Collateral Agent, for the benefit of the Secured Creditors, a continuing security interest in (whether now owned or hereafter acquired by the Assignor and whether acquired in the United States or elsewhere in the world) all right, title and interest of the Assignor in and to the following, whether now existing or hereafter acquired (collectively, the "Patent Collateral"):

- (a) all of the Patents issued by the United States Patent and Trademark Office (including, without limitation, those listed on Schedule A hereto);
- (b) all applications for Patents to be issued by the United States Patent and Trademark Office (including, without limitation, those listed on Schedule A to this Agreement);
- (c) all Patents issued by any other country or any office, agency or other governmental authority thereof;
- (d) all applications for Patents to be issued by any office, agency or other governmental authority referred to in clause (iii) above;
- (e) all registrations and recordings with respect to any of the foregoing;
- (f) all reissues, continuations, continuations-in-part, extensions and divisions of any of the foregoing;
- (g) all licenses and other agreements relating in whole or in part to any Patents, inventions, processes, production methods, proprietary information or know-how covered by any of the foregoing, including all rights to payments in respect thereof;
- (h) all rights to sue for past, present or future infringements of any of the foregoing;
- (i) all good will related to any of the foregoing;
- (j) to the extent not included above, all general intangibles (as such term is defined in the UCC) of the Assignor related to the foregoing; and
- (k) all proceeds of any and all of the foregoing.

Notwithstanding the foregoing, no Patent Collateral shall include any Excluded Assets.

3. Reference to Separate Security Agreement. This Agreement has been entered into by the Assignor and the Collateral Agent primarily for recording purposes as contemplated by the Security Agreement, dated as of the date hereof, between the Assignor and any other Assignors named therein, as debtors, and the Collateral Agent, as secured party for the benefit of the Secured Creditors. In the event of any inconsistency between any of the terms or provisions hereof and the terms and provisions of such Security Agreement, the terms and provisions of such Security Agreement shall govern.

4. Amendment and Restatement; No Novation. The Existing Collateral Assignment of Patents is hereby amended and restated in its entirety as provided herein, and this Agreement is not intended to constitute, nor does it constitute, an interruption suspension of continuity, satisfaction, discharge of prior duties, novation, or termination of the liens or security interests, under the Existing Collateral Assignment of Patents.

[REMAINDER OF PAGE LEFT BLANK INTENTIONALLY]

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed and delivered by their duly authorized officers as of the date first set forth above.

ASSIGNOR:

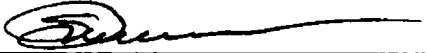
AMERICAN GREETINGS CORPORATION

By: Zev Weiss
Name: Zev Weiss
Title: Chief Executive Officer

[Signature Page to Collateral Assignment of Patents]

Accepted and acknowledged by:

**PNC BANK, NATIONAL ASSOCIATION,
as Collateral Agent**

By: 
Name: Christian S. Brown
Title: Senior Vice President

[Signature Page to Collateral Assignment of Patents]

Schedule A
to
Collateral Assignment of Patents

See attached.

LA\3261401.2

PATENT
REEL: 031200 FRAME: 0828

American Greetings Corporation

PATENTS (AS OF JULY 9, 2013)

PENDING UTILITY PATENT APPLICATIONS OF AMERICAN GREETINGS CORPORATION

Name of File	Serial No.	Filed	R & A Docket No.	Status
WINE BOTTLE GREETING CARD "UNCORKED"	13/925,372	06/24/13	109769.0377	PENDING
MOTION GREETING CARDS "BOOGIE FEVER"	13/873,033	04/29/13	109769.0368-CON	PENDING
SYSTEMS, METHODS, AND APPARATUSES FOR CREATING DIGITAL GLITTER	61/802,230	03/15/13	19358/04084 (Calfee)	PENDING
INTERACTIVE ELECTRONIC MESSAGE APPLICATION	13/834,977	03/15/13	19358/04069 (Calfee)	PENDING
GREETING CARD WITH LIGHT AND SOUND "HAPPY BANNERS"	13/832,132	03/15/13	109769.0350	PENDING
MOTORIZED GIFT PACKAGE ACCESSORY "YAK BOW"	13/828,200	03/14/13	109769.0370	PENDING
GREETING CARDS WITH GAME "A-MAZING"	13/798,476	03/13/13	109769.0372	PENDING
MOTION GREETING CARDS "PARTY STARTERS/CHOC COVERED WISHES"	13/800,283	03/13/13	109769.0367	PENDING
GREETING CARD HIGHLIGHTER "FEATURE HIT DISPLAYER"	13/800,532	03/13/13	109769.0359	PENDING
INTERACTIVE GREETING CARD WITH MAGNET "FINISHING TOUCHES"	13/798,260	03/13/13	109769.0345	PENDING
INTERACTIVE GREETING CARD "FLIPPING OUT/GAME TABLES"	13/798,375	03/13/13	109769.0327	PENDING
GREETING CARD WITH OPTICAL FIBERS	13/800,936	03/13/13	109769.0321	PENDING

CLI-2127032v1

Name of File	Serial No.	Filed	R & A Docket No.	Status
VIRTUAL SHOP FOR ELECTRONIC GREETING CARDS	61/778,408	03/12/13	19358/04077 (Calfee)	PENDING
RETAIL PLANNING APPLICATION AND METHOD FOR CONSUMER PRODUCTS "JOINT PLANNING"	13/779,893	02/28/13	109769.0373	PENDING
DIGITAL GLITTER	61/759,389	01/31/13	19358/04076 (Calfee)	PENDING
THREE DIMENSIONAL FOAM GREETING CARDS "MIRROR MIRROR/PULL SURPRISE/VIP WISHES/KNICK KNOCKS/POCKET TALKERS"	13/745,157	01/18/13	109769.0364	PENDING
MOTION GREETING CARDS "BOOGIE FEVER"	13/743,806	01/17/13	109769.0368	ALLOWED
GREETING CARD WITH SPRING LOADED SLIDE TRACK AUDIO TRIGGER "PASS THE MIC/GIMME SHOOTERS"	13/735,649	01/07/13	109769.0319	PENDING
VOICE AMPLIFIED FOAM MUSIC GREETING CARD "AMP IT UP"	13/677,892 CIP of 13/459,553	11/15/12	109769.0329	PENDING
INTERACTIVE ELECTRONIC GREETING CARDS WITH TAP AND TOUCH ACTIVATED SOUND "ON TAP/MAGIC TOUCH"	13/682,808 DIV of 13/090,569	11/21/12	109769.0270DIV2	PENDING
INTERACTIVE ELECTRONIC GREETING CARDS WITH TAP AND TOUCH ACTIVATED SOUND "ON TAP/MAGIC TOUCH"	13/682,798 DIV of 13/090,569	11/21/12	109769.0270DIV1	PENDING
SOUND GENERATING PULL-OUT GREETING CARDS WITH REMOVABLE PANELS "LET ME OUT GIFT BAG"	13/657,199 CIP of 13/176,103	10/22/12	109769.0280CIP	PENDING
PINHOLE PUNCHED GREETING CARDS	13/656,859 DIV of 13/181,814	10/22/12	109769.0266DIV	PENDING

CLI-2127032v1

Name of File	Serial No.	Filed	R & A Docket No.	Status
BLOW SENSOR FOAM NOVELTIES "LIGHTS! CANDLES! ACTION!"	13/647,743 CIP of 13/459,553 and 13/004,544	10/09/12	109769.0328	PENDING
METHOD AND APPARATUS FOR MARKETING GREETING CARDS IN DISPLAY FIXTURES	13/647,120	10/08/12	105009AGC (King & Spaulding)	PENDING
MOTION GREETING CARDS "TINSEL & TWIRL"	13/622,397 CIP of 13/447,403 and 12/940,145	09/19/12	109769.0366	PENDING
LOW PROFILE GREETING CARD SPEAKER	13/621,904 CON of 12/836,032	09/18/12	109769.0279CON2	PENDING
INTERACTIVE ELECTRONIC GREETING CARDS WITH TAP AND TOUCH ACTIVATED EFFECTS "WARM FUZZIES"	13/613,101 CIP of 13/090,569	09/13/12	109769.0360	PUBLISHED US-2013/0000166
SING-ALONG GREETING CARDS	13/610,947 CON of 12/782,995	09/12/12	109769.0272CON	PUBLISHED US-2013/0000165
APP COINS	61/694,835	08/30/12	109769.0369	PENDING
FLAP SENSOR ACTIVATED GREETING CARDS	13/597,423 DIV of 13/198,758 and 61/370,914	08/29/12	109769.0271DIV	PUBLISHED US-2012/0317850
THREE DIMENSIONAL FOAM GREETING CARDS "TURNAROUNDSIES/FLIPPIN FUNNY"	13/568,482 CIP of 13/459,553 and 13/004,544 (8,205,365)	08/07/12	109769.0349	PENDING
THREE DIMENSIONAL FOAM GREETING CARDS WITH AUDIO UPLOAD "MP3 CARD"	13/556,462	07/24/12	109769.0346	PENDING
JUST WINK OUTPOST	13/549,621	07/16/12	109769.0354	PENDING
MOTION GREETING CARDS "REMOTE CONTROL WISHES"	13/483,140	05/30/12	109769.0341	PENDING

CLL-2127032v1

Name of File	Serial No.	Filed	R & A Docket No.	Status
VERTICAL ROLL WRAP PRODUCT TRAY KIT	13/483,093 Conversion of App No. 61/492,091	05/30/12	109769.0307	PUBLISHED
THREE DIMENSIONAL FOAM GREETING CARDS "DIAL-A-CELEBRITY"	13/476,326	05/21/12	109769.0335	PENDING
POP UP GREETING CARDS "JACK-IN-THE-BOX"	13/470,499	05/14/12	109769.0306	PENDING
THREE DIMENSIONAL FOAM GREETING CARDS "FOAM CARD W/LCD SCREEN"	13/459,553	04/30/12	109769.0245-CON	PENDING
SYSTEMS, METHODS AND APPARATUS FOR CREATING, EDITING, DISTRIBUTING AND VIEWING ELECTRONIC GREETING CARDS	13/460,045	04/30/12	19358/0406 (Calfee)	PUBLISHED 2012-0276880 11-1-2012
ELECTRONIC GREETING CARDS AND NOVELTIES WITH MOVEABLE ELEMENTS AND MANUAL ELECTRONIC CIRCUIT ACTIVATION "TONGUE-IN-CHEEK"	13/449,098	04/17/12	109769.0334	PENDING
MOTION GREETING CARDS "SPEED FREAK"	13/447,458	04/16/12	109769.0320	PENDING
MOTION GREETING CARDS "NOW PRESENTING"	13/447,403	04/16/12	109769.0322	PENDING
GIFT BAG DISPLAY	13/332,541 Prov. Conversion of 61/425,941	12/21/11	109769.0291	PENDING
MOTION GREETING CARD "BOUNCE - DANCE MACHINE"	13/330,754 Continuation of 12/940,145	12/20/11	109769.0253.CON	ALLOWED
THREE DIMENSIONAL FOAM GREETING CARD "SNOW GLOBE"	13/313,146 CIP of 13/004,544	12/7/11	109769.0310	PUBLISHED
PHONOGRAPH GREETING CARD "VINYL NOTES"	13/654,659 Prov. Conversion of 61/548,421	10/18/11	109769.0313	PENDING

CLI-2127032v1

Name of File	Serial No.	Filed	R & A Docket No.	Status
SMART GREETING CARD "CARD TV"	13/654,642 Prov. Conversion of 61/548,426	10/18/12	109769.0312	PENDING
SIGN CUBE SYSTEM	13/245,951	09/27/11	109769.0308	PENDING
INTERACTIVE GIFT BAG "GIFT BAG TOPPER"	13/197,343 Claims priority to: 61/370,135	08/03/11	109769.0262	PUBLISHED 2012-0033897
PINHOLE PUNCHED GREETING CARDS	13/181,814 Claims priority to: 61/364,060	07/13/11	109769.0266	PUBLISHED 2012-0030976
GIFT BAGS WITH REMOVABLE, CONFIGURABLE AND WEARABLE PARTS "PIRATE HAT EMBODIMENT"	13/178,830 Divisional of 12/250,662	07/8/11	109769.0311	PUBLISHED 2011-0274374
GIFT WRAP WITH TAPE	13/173,623 Claims priority to: 61/359,848	06/30/11	109769.0212	PUBLISHED 2012-0000970
GREETING CARDS AND SOCIAL COMMUNICATION PRODUCTS WITH VIDEO GAMING FEATURES "MINI GAME"	13/172,215 Claims priority to: 61/359,522	06/29/11	109769.0273	PUBLISHED US-2011-0319162
SEASONAL HIGHLIGHTER	13/527,647	06/20/12	109769.0309	PUBLISHED US-2012-0318759
MERCHANDISING AND MERCHANT DISPLAYS FOR STATIONERY	13/169,301 Claims priority to 61/359,528	06/27/11	109769.0261	PUBLISHED US-2011-0314714
RETAIL PLANNING APPLICATION AND METHOD FOR CONSUMER PRODUCTS "JOINT PLANNING"	13/153,963 Claims priority to 61/363,311 and 61/326,727	06/06/11	109769.0278	PENDING
ELECTRONIC GREETING CARDS "LCD CARD W/CORRUGATE INSERT"	13/095,071 CIP of 12/774,836 and	04/27/11	109769.0302	PUBLISHED 2011-0247247

CLI-2127032v1

Name of File	Serial No.	Filed	R & A Docket No.	Status
	12/126,235			
INTERACTIVE ELECTRONIC GREETING CARDS WITH TAP AND TOUCH ACTIVATED SOUND "MAGIC TOUCH"	13/090,569 Prov. Conversion of 61/326,727	04/20/11	109769.0270	PUBLISHED 2011-0258893
LOW PROFILE ELECTRONIC DISPLAY GREETING CARDS AND PRODUCTS	13/070,662 Prov. Conversion of 61/316,893	03/24/11	109769.0274	PENDING
PRODUCT MERCHANDISING OUTPOST SYSTEM "P68 OUTPOST"	13/023,813 Prov. Conversion of 61/302,589	02/09/11	109769.0246	PUBLISHED 2011-0192812 8/11/11
METHODS AND SYSTEMS FOR DESIGNING PHOTO BOOKS	12/969,808	12/16/10	19358/04049 (Calfee)	PUBLISHED 2011-0283173 11/17/2011
TWO SOUND GATEFOLD GREETING CARD	12/780,062 Prov. Conversion of 61/178,187	05/14/10	109769.0234	PENDING
ULTRA NARROW FLEXIBLE RETAIL DISPLAY FOR GREETING CARD AND NON-GREETING CARD MERCHANDISE "TARGET FIXTURE OF THE FUTURE"	12/776,889 Prov. Conversion of 61/176,604	05/10/10	109769.0241	PUBLISHED 2010/0282697 11/11/10
SYSTEM AND METHOD FOR AUTOMATED COMPILATION AND EDITING OF PERSONALIZED VIDEOS INCLUDING ARCHIVED HISTORICAL CONTENT AND PERSONAL CONTENT "MOVING PICTURES"	12/408,102	03/20/09	109769.0211	PUBLISHED 2009-0238538 9/24/09
GIFT BAG ASSEMBLIES WITH SELECTABLE COMPLEMENTARY COMPONENTS AND RELATED DISPLAY	12/256,726 Divisional of 10/970,474	10/23/08	109769.0229	PUBLISHED 2009-0074331 3/19/09

CL14-2127032v1

Name of File	Serial No.	Filed	R & A Docket No.	Status
GIFT BAGS WITH REMOVABLE, CONFIGURABLE AND WEARABLE PARTS "PRINCESS CROWN EMBODIMENT"	12/250,662	10/14/08	109769.0184	PUBLISHED
CONVERGENCE -- GREETING CARDS WITH DIGITAL STORAGE DEVICES See also: METHOD AND SYSTEM OF PROVIDING SUPPLEMENTAL DIGITAL CONTENT FOR A GREETING CARD [Digital Surprise and URL Card Content] CardPlace.com Convergence demo email 4.17 http://theformgroup.com/dev/ag_convergence	12/001,098	12/10/07	109769.0191 (King & Spalding) 105006AGC	PUBLISHED
METHOD AND APPARATUS FOR INCREASING GREETING CARD SALES	11/654,382	01/17/07	105003AGC (King & Spaulding)	PENDING
GREETING CARD DISPLAY SYSTEMS AND METHODS WITH HEIRARCHICAL LOCATORS DEFINING GROUPS AND SUBGROUPS OF CARDS -- MEGA BLOCK	10/414,875	04/16/03	109769.0010	ON APPEAL

CLI-2127032v1

PENDING DESIGN PATENT APPLICATIONS

Name of File	Serial No.	Filed	R & A Docket No.	Status
WINE BOTTLE GREETING CARD "UNCORKED"	29/458,900	06/24/13	109769.0378	PENDING
POSTER SNAP HOUSING	29/449,373	03/15/13	109769.0371	PENDING
GREETING CARD "TURNAROUNDSIES/FLIPPIN FUNNY"	29/429,063	08/07/12	109769.0348	PENDING

CLJ-2127032v1

ISSUED UTILITY PATENTS

Name of File	PATENT NO.	Issued	R & A Docket No.	Status
MOTION GREETING CARDS "BOUNCE - DANCE MACHINE"	8,448,361 13/270,611	05/28/13	109769.0325-DIV	ISSUED
FLAP SENSOR ACTIVATED GREETING CARDS "FLAP HAPPY"	8,448,360 13/198,758	05/28/13	109769.0271	ISSUED
THREE DIMENSIONAL ILLUMINATED GREETING CARDS "ILLUMINOTES/PROJECTIONS"	8,438,763 13/590,263	05/14/13	109769.0265-CON	ISSUED
POP-UP MUSICAL GREETING CARDS "PERFECT SETTINGS"	8,418,384 13/171,573	04/16/13	109769.0275	ISSUED
FOAM GREETING CARD MASKS "CARDSICLES"	8,393,098 13/556,631	03/12/13	109769.0357	ISSUED
AUDIO ENVELOPES	8,374,878 12/489,829	02/12/13	109769.0220	ISSUED
SING-A-LONG GREETING CARDS	8,312,652 12/782,995	11/20/12	109769.0272	ISSUED
TELESCOPING GREETING CARDS WITH ACTIVATED SOUND OR LIGHT OR MECHANICAL FUNCTIONS "GUITAR"	8,322,058 12/974,287 Prov. Conversion of 61/288,960	12/04/12	109769.0251	ISSUED
SOUND GENERATING PULL-OUT GREETING CARDS WITH REMOVABLE PANELS "LET ME OUT"	8,316,565 13/176,103 Claims priority to: 61/360,981	11/27/12	109769.0280	ISSUED

CUJ-2127032v1

Name of File	PATENT NO.	Issued	R & A Docket No.	Status
ELECTRONIC GREETING CARDS "LCD CARDS"	8,312,651 App. No. 12/774,836 CIP of 12/126,235	11/20/12	109769.0277	ISSUED
METHOD AND APPARATUS FOR MARKETING GREETING CARDS IN DISPLAY FIXTURES	8,307,998 13/456,577	11/13/121	105010AGC (King & Spaulding)	ISSUED
THREE DIMENSIONAL ILLUMINATED GREETING CARDS "ILLUMINOTES"	8,281,507 App. No. 13/090,552, Prov. Conversion of 61/326,359	10/09/12	109769.0265	ISSUED
LOW PROFILE GREETING CARD SPEAKER	8,300,873 App. No. 12/836,032	10/30/12	109769.0279	ISSUED
FLIP BOOK GREETING CARDS	8,272,154 Prov. Conversion of 61/260,508	09/25/12	109769.0255	ISSUED
RETAIL DISPLAY OF FLAT ROLL GIFT WRAP PRODUCTS	8,251,208 CIP of 11/322,793	08/28/12	109769.0143-CIP	ISSUED
MOTION GREETING CARD "BOUNCE - DANCE MACHINE"	8,256,150 Continuation of 13/270,611	09/04/12	109769.0325-CON	ISSUED
MOTION GREETING CARDS "BOUNCE - DANCE MACHINE"	8,230,624	07/31/12	109769.0253	ISSUED
THREE DIMENSIONAL FOAM GREETING CARDS "TALKIES"	8,205,365	06/26/12	109769.0245	ISSUED
ELECTRONIC GREETING CARDS AND	8,176,663	05/15/12	109769.0226	ISSUED

CLJ-2127032v1

Name of File	PATENT NO.	Issued	R & A Docket No.	Status
NOVELTIES WITH MOVEABLE ELEMENTS AND MANUAL ELECTRONIC CIRCUIT ACTIVATION "TALKING HEADS"	12/704,180			
METHOD AND APPARATUS FOR MARKETING GREETING CARDS IN DISPLAY FIXTURES	8,172,093 12/387,677	05/08/12	105009AGC (King & Spaulding)	ISSUED
ADJUSTABLE CARD POCKET	8,136,677 12/628,394	03/20/12	109769.0247	ISSUED
LOW PROFILE GREETING CARD SPEAKER	8,135,161	03/13/12	109769.0279.CON	ISSUED
ON-LINE SYSTEM FOR CREATING A PRINTABLE PRODUCT "CREATE N PRINT"	09/629,370	07/31/00	109769.0020	ISSUED
GREETING CARD PACKAGING AND FRAME BOX STRUCTURES "NEW SIMPLEX"	8,127,920	03/06/12	109769.0236	ISSUED
PRODUCT DISPLAY HIGHLIGHTER	7,987,999	08/02/11	109769.0209	ISSUED
METHOD AND APPARATUS FOR MARKETING GREETING CARDS IN DISPLAY FIXTURES	7,987,998 11/509,359	08/02/11	105001AGC (King & Spaulding)	ISSUED
INTERACTIVE WINDOW DISPLAY	7,978,184	07/12/11	109769.0005A	ISSUED
DISPLAY LIGHT FIXTURES	7,963,661	06/21/11	109769.0182	ISSUED
CONFIGURABLE RETAIL DISPLAYS "TEAM TARGET II"	7,900,784	03/08/11	109769.0166	ISSUED
ELECTRONIC MESSAGING CONTEXTUAL STOREFRONT SYSTEM	7,890,876	02/15/11	109769.0165	ISSUED

CLI-2127032v1

Name of File	PATENT NO.	Issued	R & A Docket No.	Status
AND METHOD "KIWEE"				
PRECONFIGURED GIFT WRAP AND PACKAGING ASSEMBLY	7,882,951	02/08/11	109769.0216	ISSUED
NESTED ROLLED SHEET MATERIAL PACKAGES "THE ROCKET"	7,832,559	11/16/10	109769.0174	ISSUED
ELECTRONIC GREETING CARDS "ADVANCED IMAGE"	7,802,386	09/28/10	109769.0172	ISSUED
RETAIL DISPLAY FOR GREETING CARDS	7,775,379	08/17/10	109769.0152	ISSUED
CONSOLIDATED AND COORDINATED GIFT WRAP DISPLAY (W.R.A.P.)	7,546,926 Continuation of 11/073,107	06/16/09	109769.0050	ISSUED
CONNECTABLE CONTAINERS "STICK STACKS"	7,380,679	06/03/08	109769.0037	ISSUED
INFORMATION DISPLAY MEDIA WITH CONCEALABLE PORTION "FLASH CARDS W/FLAPS"	7,080,982	07/25/06	109769.0009	ISSUED
AUTOMATED CART UNLOADING CONVEYOR SYSTEM	6,997,666	02/14/06	109769.0002	ISSUED
RF INVENTORY SYSTEM (MIT)	6,927,692	08/09/05	109769.0004 P-1042	ISSUED
MERCHANDIZING DISPLAY	6,749,071	06/15/04	109769.0018	ISSUED

CLJ-2127032v1

Name of File	PATENT NO.	Issued	R & A Docket No.	Status
(AGI -DVD Acrylic Holder)				
CONVERSION TOWER DISPLAY SYSTEM (AGI)	6,443,317	09/03/02	109769.0019	ISSUED
RETAIL PRODUCT DISPLAY SYSTEM	6,427,853	08/06/02	109769.0129	ISSUED
METHOD AND SYSTEM FOR VENDING PRODUCTS	6,360,139	03/19/02	109769.0056	ISSUED
PRODUCT DISPLAY SYSTEM WITH SUPPORT STRUCTURES FOR HOLDING PRODUCT IN LOCKED AND UNLOCKED CONDITIONS (AGI)	6,170,674	01/09/01	109769.0012	ISSUED
RETAIL PRODUCT DISPLAY SYSTEM	6,068,139	05/30/00	109769.0133	ISSUED
PRE-PACKED PRODUCT SHIPMENT AND DISPLAY DEVICE WITH SPRING-BIASED RESTOCKING FEED ARRANGEMENT	6,041,948	03/28/00	109769.0139	ISSUED
MULTIPLE PANEL GATE FOLDED ADHERED GREETING CARD AND METHOD OF AUTOMATED MANUFACTURE	5,946,834	09/07/99	109769.0105	ISSUED
SLATWALL MERCHANDISE DISPLAY SYSTEM WITH DUAL THROUGH P-SHAPED CHANNELS	5,944,203	08/31/99	109769.0132	ISSUED No more fees due
ANGULARLY TIERED MEDIA DISPLAY STRUCTURE WIHT	5,915,571	06/29/99	109769.0107	ISSUED

CLI-2127032v1

Name of File	PATENT NO.	Issued	R & A Docket No.	Status
ADJUSTABLE POCKETS				No more fees due
METHOD AND SYSTEM FOR VENDING PRODUCTS	5,875,110	02/23/99	109769.0062	ISSUED No more fees due
CONVERTIBLE RETAIL PRODUCT DISPLAY COLUMNS AND SYSTEMS	5,853,090	12/29/98	109769.0106	ISSUED No more fees due
FOLDABLE DIE CUT CARDS	5,807,226	09/15/98	109769.0145	ISSUED No more fees due
METHOD AND APPARATUS FOR STORING AND SELECTIVELY RETRIEVING AND DELIVERING PRODUCT DATA BASED ON EMBEDDED EXPERT JUDGMENT	5,768,142	06/16/98	109769.0058	ISSUED No more fees due
A METHOD AND APPARATUS FOR THE DEVELOPMENT AND IMPLEMENTATION OF AN INTERACTIVE CUSTOMER SERVICE SYSTEM THAT IS DYNAMICALLY RESPONSIVE TO CHANGE IN MARKETING DECISIONS AND ENVIRONMENTS	5,765,142	06/09/98	109769.0060	ISSUED No more fees due
MACHINE PRODUCIBLE THREE DIMENSIONAL GREETING CARD AND METHOD OF AUTOMATED MANUFACTURE	5,743,035	04/28/98	109769.0117	ISSUED No more fees due
OVERHEAD DISPLAY UNIT FOR INFLATED BALLOONS	5,727,700	03/17/98	109769.0079 P-0233	ISSUED No more fees due

CLJ-2127032v1

Name of File	PATENT NO.	Issued	R & A Docket No.	Status
METHOD AND APPARATUS FOR STORING AND SELECTIVELY RETRIEVING AND DELIVERING PRODUCT DATA BASED ON EMBEDDED EXPERT JUDGMENT	5,726,898	03/10/98	109769.0059	ISSUED No more fees due
HINGED PRODUCT DISPLAY CLIP	5,695,161	12/09/97	109769.0113	ISSUED No more fees due
NOVELTY BOX CONTAINING FOLDED ARTICLE	5,682,999	11/04/97	109769.0112	ISSUED No more fees due
GRAVITY FED MERCHANDISING SYSTEM	5,626,243	05/06/97	109769.0110	ISSUED No more fees due
FOLDABLE DIE CUT CARDS	5,622,384	04/22/97	109769.0094	ISSUED No more fees due
DISPLAY RACK	5,620,103	04/15/97	109769.0070	ISSUED No more fees due
SYSTEM FOR CREATING AND PRODUCING CUSTOM CARD PRODUCTS	5,615,123	03/25/97	109769.0065	ISSUED No more fees due
METHOD AND APPARATUS FOR STORING AND SELECTIVELY RETRIEVING PRODUCT DATA BY CORRELATING CUSTOMER SELECTION CRITERIA WITH OPTIMUM PRODUCT DESIGNS BASED ON EMBEDDED EXPERT JUDGMENTS	5,550,746	08/27/96	109769.0115	ISSUED No more fees due

CLI-2127032v1

Name of File	PATENT NO.	Issued	R & A Docket No.	Status
GIFT PRODUCT	5,458,235	10/17/95	109769.0124	ISSUED No more fees due
GRAVITY FED MERCHANDISING SYSTEM	5,439,120	08/08/95		ISSUED
MULTI-LEAVED GREETING CARD WITH INTEGRAL ENVELOPE	5,516,033	05/14/95	109769.0126	ISSUED No more fees due
SYSTEM FOR DISPLAYING OBJECTS	5,372,344	12/13/94	109769.0097	ISSUED No more fees due
SYSTEM FOR CREATING AND PRODUCING CUSTOM CARD PRODUCTS	07/798,676	02/03/98	109769.0061	STATUTORY INVENTION RECORD

CLI-2127032v1

ISSUED DESIGN PATENTS OF AMERICAN GREETINGS CORPORATION

Name of File	Patent No.	Issued	R & A Docket No.	Status
GREETING CARD MASK – PANDA	D684,213	06/11/13	109769.0356-E	ISSUED
GREETING CARD MASK – DOG	D684,212	06/11/13	109769.0356-B	ISSUED
GREETING CARD MASK – CAT	D684,211	06/11/13	109769.0356-A	ISSUED
FOAM MUSIC GREETING CARD “AMP IT UP”	D684,214	06/11/13	109769.0358	ISSUED
GREETING CARD OUTPOST “JUST WINK OUTPOST”	D679,922 29/427,181	04/16/13	109769.0355	ISSUED
GREETING CARD MASK – MONKEY	D679,755 29/435,477	04/09/13	109769.0356-D	ISSUED
GREETING CARD MASK – LION	D679,754 29/435,464	04/09/13	109769.0356-C	ISSUED
GREETING CARD MASK	D672,806	12/18/12	109769.0356	ISSUED
RETAIL OUTPOST “WALMART OUTPOST”	App. No. 29/427,764 D667,239 29/415,525	09/18/12	109769.0347	ISSUED
SMART PHONE GREETING CARD	D665,446	08/14/12	109769.0331	ISSUED
SWEATER GREETING CARD “UGLY SWEATER”	D664,194	07/24/12	109769.0343	ISSUED
TELEPHONE PULL-OUT GREETING CARD “DIAL-A-CELEBRITY”	D665,021	08/07/12	109769.0332	ISSUED
POP UP GREETING CARD “BLOWN AWAY”	D662,543	06/26/12	109769.0344	ISSUED

CLJ-2127032v1

Name of File	Patent No.	Issued	R & A Docket No.	Status
GREETING CARD WITH GIFT CARD HOLDER "ENTERTAINMENT BOOK GREETING CARD"	D658,230 29/390,497	04/24/12	109769.0288	ISSUED
GREETING CARD "VINYL NOTES"	D657,817	04/17/12	109769.0323	ISSUED
GREETING CARD "VINYL NOTES"	D661,348	06/05/12	109769.0323-DIV	ISSUED
THREE DIMENSIONAL GREETING CARD "ILLUMINOTES"	D657,415 29/408,445	04/10/12	109769.0336	ISSUED
THREE DIMENSIONAL GREETING CARD "ILLUMINOTES DESIGN"	D653,287	01/31/12	109769.0286	ISSUED
ROLL WRAP DISPLAY	D651,824	01/10/12	109769.0300	ISSUED
BOOKBINDER CARDS "LOVE MATTERS"	D652,865	01/24/12	109769.0231	ISSUED
BOOKBINDER CARDS "LOVE MATTERS"	D650,437 DIVISIONAL Claim priority to: 29/334,475	12/13/11	109769.0315	ISSUED
MINI GREETING CARD, ENVELOPE AND LOCATOR	D649,587	11/29/11	109769.0305	ISSUED
ROBOT DECORATIVE PULL APART GREETING CARD	D643,061	08/09/11	109769.0284-A	ISSUED
MONSTER DECORATIVE PULL APART GREETING CARD	D642,613	08/02/11	109769.0284-B	ISSUED

CLI-2127032v1

Name of File	Patent No.	Issued	R & A Docket No.	Status
LION DECORATIVE PULL APART GREETING CARD	D642,612	08/02/11	109769.0284-C	ISSUED
DECORATIVE PULL APART GREETING CARD "SAY AHH DESIGN"	D641,779	07/19/11	109769.0284	ISSUED
BI-FOLD ELECTRONIC GREETING CARD "LCD DESIGN"	D632,734	02/15/11	109769.0281-BI	ISSUED
TRI-FOLD ELECTRONIC GREETING CARD "LCD DESIGN"	D632,330	02/08/11	109769.0281-TRI	ISSUED
FLEXIBLE FIXTURE FOR GREETING CARDS AND NON-GREETING CARD MERCHANDISE	D627,580	11/23/10	109769.0250	ISSUED
FLEXIBLE FIXTURE FOR GREETING CARDS AND NON-GREETING CARD MERCHANDISE WITHOUT LIGHTING	D626,765 CONTINUATION OF 29/339,337	11/9/10	109769.0252	ISSUED
FRAMED BOX CARD PACKAGES	D621,703	08/17/10	109769.0225	ISSUED
CARD DISPLAYS	D617,580	06/15/10	109769.0158	ISSUED
TWO COMPARTMENT DIVIDER PLATES	D612,211	09/08/09 3/23/10	109769.0256	ISSUED
DIVIDER PLATES	D610,876	02/18/09 03/02/10	109769.0237	ISSUED
DRESS PANTS BAG	D607,341	01/05/10	109769.0170	ISSUED
CARD DISPLAY	D597,765	01/13/09	109769.0242	ISSUED

CLI-2127032v1

Name of File	Patent No.	Issued	R & A Docket No.	Status
		08/11/09		
CARD ZONE DISPLAYS	D595,067	06/21/07 06/30/09	109769.0159	ISSUED
CARD ZONE DISPLAYS	D584,538	06/21/07 01/13/09	109769.0157	ISSUED
PRODUCT DISPLAY FIXTURE TEAM TARGET II	D584,078	09/10/07 01/06/09	109769.0160	ISSUED
COAT AND TIE BAG	D584,163	07/17/07 01/06/09	109769.0171	ISSUED
CARD STUDIO DISPLAYS	D584,077	06/07/07 01/06/09	109769.0147	ISSUED
CARD CORNER DISPLAYS	D584,071	06/07/07 01/06/09	109769.0148	ISSUED
DIAPER GIFT BAG	D584,164	02/29/08 01/06/09	109769.0175	ISSUED
JEANS BAG	D582,789	07/17/07 12/16/08	109769.0163	ISSUED
FRAMED BOX CARD PACKAGES	D575,150	06/04/07 08/19/08	109769.0161	ISSUED
COMBINED CARD AND NEWSPAPER DISPLAY HUMOR NEWSTAND	D573,811	07/20/07 07/29/08	109769.0168	ISSUED
CARD AND NEWSPAPER DISPLAY STAND HUMOR NEWSTAND	D572,045	07/20/07 07/01/08	109769.0173	ISSUED

CLI-2127032v1

Name of File	Patent No.	Issued	R & A Docket No.	Status
SHOPPING CART PRODUCT HOLDER – WIRE FORM	D536,502	03/29/05 02/06/07	109769.0039	ISSUED
PRODUCT HOLDER ATTACHMENT FOR SHOPPING CART – PLASTIC FORM	D536,503	03/29/05 02/06/07	109769.0040	ISSUED
CONNECTABLE CONTAINERS (STICK STACKS)	D527,250	06/18/04 08/29/06	109769.0038	ISSUED
PLATE DESIGN 3 ovals, entrée + 2 sides	D516,382	07/18/03 03/07/06	109769.0054	ISSUED
DECORATIVE BOW AG ROSE BOW	D511,996	09/03/03 11/29/05	109769.0026	ISSUED
EGG-SHAPED RIBBON DISPENSER CARTON	D491,463	08/18/03 06/15/04	109769.0025	ISSUED
TRANSFORMABLE TOY FIGURE	D484,927	11/29/01 01/06/04	109769.0047	ISSUED
DECORATIVE BOWS	D476920	06/13/02 07/08/03	109769.0006	ISSUED
TRANSFORMABLE TOY FIGURE	D469,479	11/29/01 01/28/03	109769.0045	ISSUED

CLF-2127032v1

Name of File	Patent No.	Issued	R & A Docket No.	Status
TRANSFORMABLE TOY FIGURE	D468,781	11/29/01 01/14/03	109769.0048	ISSUED
TRANSFORMABLE TOY FIGURE	D468,372	11/29/01 01/07/03	109769.0046	ISSUED
FORMED DISPLAY STRUCTURE	D454,594	06/02/00 03/19/02	109769.0021	ISSUED
FLOOR COVERING MATERIAL DISPLAY	D442,796	06/02/00 05/29/01	109769.0017	ISSUED
RETAIL PRODUCT DISPLAY	D435,181	07/27/99 12/19/00	109769.0127	ISSUED
PRODUCT DISPLAY PANEL	D431,394	03/19/99 10/03/00	109769.0141	ISSUED
RETAIL PRODUCT DISPLAY STAND	D428,738	07/27/99 08/01/00	109769.0130	ISSUED
SHELF GRAPHIC CHANNEL	D426,584	02/08/99 06/13/00	109769.0140	ISSUED
ROLL FORMED CHANNEL FOR RETAIL DISPLAYS	D426,089	07/14/98 06/06/00	109769.0137	ISSUED
RETAIL PRODUCT DISPLAY STAND	D412,253	06/19/98	109769.0135	ISSUED

CLI-2127032v1

Name of File	Patent No.	Issued	R & A Docket No.	Status
		07/27/99		
PHOTOGRAPHY AND STICKER DISPENSING KIOSK (APBI STICKER STATION)	D408,835	04/02/98 04/27/99	109769.0134 P-1026	ISSUED
DISPLAY UNIT FOR MATS AND THE LIKE	D382,133	08/12/97		ISSUED

CLI-2127032v1