

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		RELEASE BY SECURED PARTY	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
National City Bank		04/04/2006	National Banking Association:
RECEIVING PARTY DATA			
Name:	Gibson Greetings, Inc.		
Street Address:	One American Road		
City:	Cleveland		
State/Country:	OHIO		
Postal Code:	44144		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76366771	HELEN STEINER RICE	
CORRESPONDENCE DATA			
Fax Number:	(216)579-0212		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	jrmix@jonesday.com		
Correspondent Name:	Jones Day		
Address Line 1:	901 Lakeside Ave.		
Address Line 2:	c/o James R. Mix, Paralegal		
Address Line 4:	Cleveland, OHIO 44114-1190		
ATTORNEY DOCKET NUMBER:	497400-121043		
NAME OF SUBMITTER:	James R. Mix		
Signature:	/James R. Mix/		
Date:	11/17/2006		

CH \$40.00 76366771

Total Attachments: 2

source=NCB Gibson Greetings Release#page1.tif

source=NCB Gibson Greetings Release#page2.tif

RELEASE OF SECURITY INTEREST IN TRADEMARKS

This Release of Security Interest in Trademarks is made as of April 4, 2006, by NATIONAL CITY BANK, in its capacity as collateral agent (the "Collateral Agent") under the Amended and Restated Credit Agreement, dated as of May 11, 2004 (the "Credit Agreement"), among American Greetings Corporation, an Ohio corporation ("AG"), the Foreign Subsidiary Borrowers party thereto, the lenders party thereto, and National City Bank, as agent for such lenders.

WHEREAS, in connection with (a) the Credit Agreement and (b) the Trademark Security Agreement, dated as of May 11, 2004 (the "Security Agreement"), among AG, the subsidiaries party thereto (collectively, the "Grantors") and the Collateral Agent, one of the Grantors, Gibson Greetings, Inc., a Delaware corporation (the "Company"), granted a security interest in its property described in the Security Agreement, which property includes the Company's Trademarks (as defined in the Security Agreement) listed on Schedule 1 attached hereto and all extensions, renewals, reissues, divisions, continuations and continuations-in-part of any of such property listed on Schedule 1 (collectively, the "Trademarks").

NOW, THEREFORE, for good and valuable consideration, the Collateral Agent does hereby release and discharge the security interest, liens, and all other rights it may have in the Trademarks granted to it by the Company pursuant to the Security Agreement and which was recorded in the United States Patent and Trademark Office.

IN WITNESS WHEREOF, the undersigned has executed this Release of Security Interest in Trademarks on behalf of the Collateral Agent as of the date first written above.

NATIONAL CITY BANK,
as Collateral Agent

By: 
Name: ROBERT S. COLEMAN
Title: SENIOR VICE PRESIDENT

Schedule A

American Greetings
Trademarks

Owner: Gibson Greetings, Inc.

MARK	STATUS	REGN NO./ SERIAL NO	OWNER
Helen Steiner Rice	Pending	76/366771	Gibson Greetings, Inc.