

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:	Those Characters From Cleveland, Inc.
Street Address:	One American Road
City:	Cleveland
State/Country:	OHIO
Postal Code:	44144
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 98

Property Type	Number	Word Mark
Registration Number:	0871354	HOLLY HOBBIE
Registration Number:	0926880	HOLLY HOBBIE
Registration Number:	1010507	HOLLY HOBBIE
Registration Number:	1117262	STRAWBERRY SHORTCAKE
Registration Number:	1197852	HOPSALOT
Registration Number:	1198643	PLUM PUDDIN'
Registration Number:	1198703	ORANGE BLOSSOM
Registration Number:	1198704	MARMALADE
Registration Number:	1201012	TEA TIME TURTLE
Registration Number:	1201259	BLUEBERRY MUFFIN
Registration Number:	1204260	TASTER'S BLEND YEAST
Registration Number:	1242184	AMTOY
Registration Number:	1252422	THOSE CHARACTERS FROM CLEVELAND
Registration Number:	1264976	HERSELF THE ELF

CH \$2465.00 0871354

Registration Number:	1267116	STRAWBERRY SHORTCAKE
Registration Number:	1270509	CARE BEARS
Registration Number:	1271459	CARE BEARS
Registration Number:	1285202	TENDERHEART BEAR
Registration Number:	1285368	LOVE-A-LOT BEAR
Registration Number:	1292948	HOLLY HOBBIE
Registration Number:	1294343	CARE BEARS
Registration Number:	1296565	TEACH & PLAY
Registration Number:	1297503	CHEER BEAR
Registration Number:	1297504	GRUMPY BEAR
Registration Number:	1297505	GOOD LUCK BEAR
Registration Number:	1297506	BIRTHDAY BEAR
Registration Number:	1297507	BEDTIME BEAR
Registration Number:	1297508	WISH BEAR
Registration Number:	1319423	BROKATY
Registration Number:	1319424	BOLT THE COLT
Registration Number:	1326152	TOGGLES
Registration Number:	1329560	THE GET ALONG GANG
Registration Number:	1340827	PINAFORE POCKETS
Registration Number:	1341069	TILLY TAFFETA
Registration Number:	1341997	WELCOME TO THE WORLD OF STRAWBERRY SHORTCAKE
Registration Number:	1341998	STRAWBERRY SHORTCAKE
Registration Number:	1359251	CROSS STITCH
Registration Number:	1386032	POPPLES
Registration Number:	1389964	MADBALLS
Registration Number:	1393301	LADY LOVELYLOCKS
Registration Number:	1404083	PIXIETALES
Registration Number:	1410500	SPECIAL BLESSINGS
Registration Number:	1414205	FRESH APPLE CARDS
Registration Number:	1426673	MAIDEN FAIRHAIR
Registration Number:	1428336	POPPLES
Registration Number:	1430199	POPPLES
Registration Number:	1440047	POPPLES
Registration Number:	1460010	LADY LOVELY LOCKS AND THE PIXIETALES
Registration Number:	1518621	SPECIAL BLESSINGS I LOVE YOU WARMS OUR HEARTS

TRADEMARK

REEL: 003430 FRAME: 0388

Registration Number:	1542522	STRAWBERRY SHORTCAKE LIFE IS DELICIOUS
Registration Number:	1564827	STRAWBERRY SHORTCAKE
Registration Number:	1717644	WELCOME TO THE WORLD OF STRAWBERRY SHORTCAKE
Registration Number:	1773296	CARE BEARS
Registration Number:	1780477	CARE BEARS
Registration Number:	1786054	GIGGLE BUNNY
Registration Number:	1920985	A TEDDY BEAR LANE CHRISTMAS
Registration Number:	1938917	BIRTHDAY BEAR
Registration Number:	1959123	STRAWBERRY SHORTCAKE
Registration Number:	1960145	BIRTHDAY BEAR
Registration Number:	2121749	HOLLY HOBBIE
Registration Number:	2278544	
Registration Number:	2309010	STRAWBERRY SHORTCAKE
Registration Number:	2385912	SCAREWOOD FOREST
Registration Number:	2447827	MADBALLS
Registration Number:	2557194	MY PET MONSTER
Registration Number:	2595428	RASPBERRY TART
Registration Number:	2626368	PIXIE-DOODLE POPPLE
Registration Number:	2626369	PITTER-PATTY POPPLE
Registration Number:	2626370	STRAWBERRY-SHAKE POPPLE
Registration Number:	2626371	PIZZAZZY-JAZZY POPPLE
Registration Number:	2629241	CUTIE-FRUITY POPPLES
Registration Number:	2629242	POLKA-DOTTIE POPPLE
Registration Number:	2629243	POPSY-DAISY POPPLE
Registration Number:	2629244	PINWHEEL-PENNY POPPLE
Registration Number:	2636552	FRIEND BEAR
Registration Number:	2640492	FUNSHINE BEAR
Registration Number:	2646920	GLOW-CHARM POPPLES
Registration Number:	2714111	POPPLES
Registration Number:	2724912	ANGEL CAKE
Registration Number:	2742825	PUPCAKE
Registration Number:	2759377	CUSTARD
Registration Number:	2764908	BLUEBERRY-PIE POPPLE
Registration Number:	2840593	RHUBARB
Registration Number:	2845257	CHEESECAKE

Registration Number:	2851186	CARE-A-LOT
Registration Number:	2901936	STRAWBERRY SHORTCAKE
Serial Number:	76058443	LEMON MERINGUE
Serial Number:	76068553	SOUFFLE
Serial Number:	76068556	BERRY BIRD
Serial Number:	76068557	PURPLE PIEMAN
Serial Number:	76068558	FRAPPE
Serial Number:	76068561	SOUR GRAPES
Serial Number:	76068562	DREGS
Serial Number:	76132971	MY PET MONSTER
Serial Number:	76208153	MY PET MONSTER
Serial Number:	76209021	SNOOZY-TIME POPPLE
Serial Number:	76209023	APPLE-CRISP POPPLE
Serial Number:	76226345	LEMON-ADE POPPLE

CORRESPONDENCE DATA

Fax Number: (216)579-0212
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Email: jrmix@jonesday.com
Correspondent Name: Jones Day
Address Line 1: 901 Lakeside Ave.
Address Line 2: 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

Total Attachments: 4
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RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

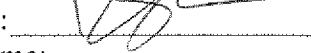
This Release of Security Interest in Intellectual Property is made as of April 4, 2006, by NATIONAL CITY BANK, in its capacity as collateral agent (the "Collateral Agent") under the Amended and Restated Credit Agreement, dated as of May 11, 2004 (the "Credit Agreement"), among American Greetings Corporation, 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 Collateral Assignment and Security Agreement, dated as of August 7, 2001 (the "Security Agreement"), among AG, the subsidiaries party thereto (collectively, the "Grantors") and the Collateral Agent, one of the Grantors, Those Characters from Cleveland, Inc., an Ohio corporation (the "Company"), granted a security interest in its property described in the Security Agreement, which property includes the Company's Copyrights, Trademarks and Patents (each 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 "Company IP Collateral").

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 Company IP Collateral granted to it by the Company pursuant to the Security Agreement and which was recorded in the United States Patent and Trademark Office and/or United States Copyright Office, as applicable.

IN WITNESS WHEREOF, the undersigned has executed this Release of Security Interest in Intellectual Property 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 1
U.S. PATENTS**

No.	Title	Appl. No.	Appl. Date	Reg. No.	Reg. Date
1.	Toy Stuffed Figure Or Similar Article	06784957	10/07/1985	D291819	09/08/1987
2.	Three Dimensional Simulated Animal Head Or Similar Article	07074470	07/16/1987	D296574	07/05/1988
3.	Three Dimensional Simulated Animal Head Or Similar Article	07074471	07/16/1987	D315763	03/26/1991
4.	Toy Animal Head	29018650	02/14/1994	D359620	06/27/1995
5.	Toy Animal Head	29018686	02/14/1994	D359621	06/27/1995
6.	Toy Animal Head	29018705	02/14/1994	D359622	06/27/1995
7.	Transformable Toy Figure	06754142	06/27/1985	4614505	09/30/1986

**SCHEDULE 1
U.S. TRADEMARKS**

No.	Title	Appl. No.	Appl. Date	Reg. No.	Reg. Date
1.	Lemon Meringue	76058443	05/30/2000		
2.	Souffle	76068553	06/12/2000		
3.	Berry Bird	76068556	06/12/2000		
4.	Purple Pieman	76068557	06/12/2000		
5.	Frappe	76068558	06/12/2000		
6.	Sour Grapes	76068561	06/12/2000		
7.	Dregs	76068562	06/12/2000		
8.	My Pet Monster	76132971	09/22/2000		
9.	My Pet Monster	76208153	02/12/2001		
10.	Snoozy-Time Popples	76209021	02/13/2001		
11.	Apple-Crisp Popples	76209023	02/13/2001		
12.	Lemon-Ade Popples	76226345	03/20/2001		
13.	Holly Hobbie	72302378	07/10/1968	0871354	06/17/1969
14.	Holly Hobbie	72375798	11/12/1970	0926880	01/11/1972
15.	Holly Hobbie	73024879	06/21/1974	1010507	05/13/1975
16.	Strawberry Shortcake	73178085	07/13/1978	1117262	05/01/1979
17.	Hopsalot	73284538	11/03/1980	1197852	06/15/1982
18.	Plum Puddin'	73254796	03/20/1980	1198643	06/22/1982
19.	Orange Blossom	73307395	04/24/1981	1198703	06/22/1982
20.	Marmalade	73307397	04/24/1981	1198704	06/22/1982
21.	Tea Time Turtle	73254793	03/20/1980	1201012	07/13/1982
22.	Blueberry Muffin	73244574	12/31/1979	1201259	07/13/1982
23.	Taster's Blend Yeast	73282823	10/21/1980	1204260	08/10/1982
24.	Amtoy	73351096	02/19/1982	1242184	06/14/1983
25.	Those Characters From Cleveland	73351740	02/24/1982	1252422	09/27/1983
26.	Herself The Elf	73406435	12/17/1982	1264976	01/24/1984
27.	Strawberry Shortcake	73393580	09/29/1982	1267116	02/14/1984
28.	Care Bears	73411237	01/27/1983	1270509	03/20/1984
29.	Care Bears	73368136	06/07/1982	1271459	03/27/1984
30.	Tenderheart Bear	73398470	09/30/1982	1285202	07/10/1984
31.	Love-A-Lot Bear	73398469	09/30/1982	1285368	07/10/1984
32.	Holly Hobbie	73438454	08/08/1983	1292948	09/04/1984
33.	Care Bears	73399521	10/01/1982	1294343	09/11/1984
34.	Teach & Play	73452697	11/14/1983	1296565	09/18/1984
35.	Cheer Bear	73398435	09/30/1982	1297503	09/25/1984
36.	Grumpy Bear	73398445	09/30/1982	1297504	09/25/1984
37.	Good Luck Bear	73398453	09/30/1982	1297505	09/25/1984
38.	Birthday Bear	73398454	09/30/1982	1297506	09/25/1984
39.	Bedtime Bear	73398455	09/30/1982	1297507	09/25/1984
40.	Wish Bear	73398468	09/30/1982	1297508	09/25/1984
41.	Brokaty	73452350	11/10/1983	1319423	02/12/1985
42.	Bolt The Colt	73452351	11/10/1983	1319424	02/12/1985
43.	Toggles	73488769	07/06/1984	1326152	03/19/1985
44.	The Get Along Gang	73494788	08/13/1984	1329560	04/09/1985
45.	Pinafore Pockets	73480377	05/14/1984	1340827	06/11/1985
46.	Tilly Taffeta	73488765	07/06/1984	1341069	06/11/1985
47.	Welcome To The World Of Strawberry Short	73507009	11/02/1984	1341997	06/18/1985
48.	Strawberry Shortcake	73507020	11/02/1984	1341998	06/18/1985
49.	Cross Stitch	73452353	11/10/1983	1359251	09/10/1985
50.	Popples	73538736	05/20/1985	1386032	03/11/1986

51.	Madballs	73564452	10/21/1985	1389964	04/15/1986
52.	Lady Lovelylocks	73561463	10/03/1985	1393301	05/13/1986
53.	Pixietails	73563923	10/18/1985	1404083	08/05/1986
54.	Special Blessings	73588095	03/13/1986	1410500	09/23/1986
55.	Fresh Apple Cards	73592258	04/08/1986	1414205	10/21/1986
56.	Maiden Fairhair	73601860	06/02/1986	1426673	01/27/1987
57.	Popples	73594641	04/21/1986	1428336	02/10/1987
58.	Popples	73583284	02/18/1986	1430199	02/24/1987
59.	Popples	73588635	03/17/1986	1440047	05/19/1987
60.	Lady Lovely Locks And The Pixietails	73634356	12/08/1986	1460010	10/06/1987
61.	Special Blessings I Love You Warms Our H	73705166	01/11/1988	1518621	01/03/1989
62.	Strawberry Shortcake Life Is Delicious	73754320	09/23/1988	1542522	06/06/1989
63.	Strawberry Shortcake	73791750	04/07/1989	1564827	11/07/1989
64.	Welcome To The World Of Strawberry Short	74150618	03/25/1991	1717644	09/22/1992
65.	Care Bears	74062845	05/25/1990	1773296	05/25/1993
66.	Care Bears	74330849	11/13/1992	1780477	07/06/1993
67.	Giggle Bunny	74281804	06/05/1992	1786054	08/03/1993
68.	A Teddy Bear Lane Christmas	74357989	02/11/1993	1920985	09/19/1995
69.	Birthday Bear	74628183	02/01/1995	1938917	11/28/1995
70.	Strawberry Shortcake	74062893	05/25/1990	1959123	02/27/1996
71.	Birthday Bear	74646367	03/13/1995	1960145	03/05/1996
72.	Holly Hobbie	75226201	01/16/1997	2121749	12/16/1997
73.	[design]	75221514	01/06/1997	2278544	09/14/1999
74.	Strawberry Shortcake	75574758	10/21/1998	2309010	01/18/2000
75.	Scarewood Forest	75270818	04/04/1997	2385912	09/12/2000
76.	Madballs	76014657	03/31/2000	2447827	05/01/2001
77.	My Pet Monster	76058098	05/26/2000	2557194	04/02/2002
78.	Raspberry Tart	76058442	05/30/2000	2595428	07/16/2002
79.	Pixie-Doodle Popple	76209013	02/13/2001	2626368	09/24/2002
80.	Pitter-Patty Popple	76209015	02/13/2001	2626369	09/24/2002
81.	Strawberry-Shake Popple	76209016	02/13/2001	2626370	09/24/2002
82.	Pizzazzy-Jazzy Popple	76209022	02/13/2001	2626371	09/24/2002
83.	Cutie-Fruity Popples	76208836	02/13/2001	2629241	10/01/2002
84.	Polka-Dottie Popple	76208837	02/13/2001	2629242	10/01/2002
85.	Popsy-Daisy Popple	76209012	02/13/2001	2629243	10/01/2002
86.	Pinwheel-Penny Popple	76209014	02/13/2001	2629244	10/01/2002
87.	Friend Bear	76093257	07/21/2000	2636552	10/15/2002
88.	Funshine Bear	76093258	07/21/2000	2640492	10/22/2002
89.	Glow-Charm Popples	76209020	02/13/2001	2646920	11/05/2002
90.	Popples	76132972	09/22/2000	2714111	05/06/2003
91.	Angel Cake	76068552	06/12/2000	2724912	06/10/2003
92.	Pupcake	76068559	06/12/2000	2742825	07/29/2003
93.	Custard	76068560	06/12/2000	2759377	09/02/2003
94.	Blueberry-Pie Popple	76209018	02/13/2001	2764908	09/16/2003
95.	Rhubarb	76068554	06/12/2000	2840593	05/11/2004
96.	Cheesecake	76068555	06/12/2000	2845257	05/25/2004
97.	Care-A-Lot	76111405	08/18/2000	2851186	06/08/2004
98.	Strawberry Shortcake	76209019	02/13/2001	2901936	11/09/2004