

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Greetings Interactive France SAS	FORMERLY K-Mobile S.A.	09/14/2007	CORPORATION: FRANCE
RECEIVING PARTY DATA			
Name:	AG.com, 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	
Registration Number:	3046541	KIWEE	
CORRESPONDENCE DATA			
Fax Number:	(216)696-0740		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	216-621-0200		
Email:	clevelandip@bakerlaw.com		
Correspondent Name:	Grant A. Monachino		
Address Line 1:	1900 East 9th Street		
Address Line 2:	3200 National City Center		
Address Line 4:	Cleveland, OHIO 44114		
ATTORNEY DOCKET NUMBER:	083149.000088		
NAME OF SUBMITTER:	Grant A. Monachino		
Signature:	/gam/		

CH 3046541 \$40.00

Date:

09/20/2007

Total Attachments: 2

source=kiwee assn#page1.tif

source=kiwee assn#page2.tif

TRADEMARK ASSIGNMENT

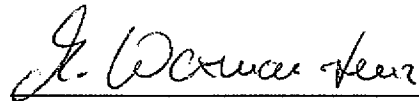
WHEREAS, American Greetings Interactive France, SAS, Corporation France 174, 18, rue du Faubourg du Temple 75011 Paris, France f/k/a K-Mobile S.A., ("Assignor"), is owner of the entire right, title, and interest in and to the trademark rights listed in Exhibit A (collectively, the "Trademark Rights"); and

WHEREAS, AG.com, Inc., a Delaware corporation, at One American Road, Cleveland, Ohio 44144 ("Assignee"), wishes to acquire the Trademark Rights.

NOW, THEREFORE, in view of the exchange of legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor DOES HEREBY assign and transfer to Assignee any and all right, title and interest Assignor owns or otherwise holds in and to the Trademark Rights.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment on the date set forth below.

Dated: 9.14.07



Michael Waxman-Lenz
Director

EXHIBIT A

Registrant	Trademark	Registration Number	Date of Registration	Products and Services Class
K-Mobile S.A.	KIWEE and Design	3046541	January 17, 2006	35, 38