

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
AGC, LLC		06/25/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Carlton Cards Retail, Inc.		
Street Address:	One American Road		
City:	Cleveland		
State/Country:	OHIO		
Postal Code:	44144		
Entity Type:	CORPORATION: CONNECTICUT		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3458047	SWEET SENTIMENTS	
Registration Number:	3224285	THE MILL CREEK	
CORRESPONDENCE DATA			
Fax Number:	(216)252-6741		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	paul.cardenas@amgreetings.com		
Correspondent Name:	Paul Cardenas		
Address Line 1:	One American Road		
Address Line 4:	Cleveland, OHIO 44144		
ATTORNEY DOCKET NUMBER:	AG (GORANT)		
NAME OF SUBMITTER:	Paul Cardenas		
Signature:	/pdc/		
Date:	06/29/2009		

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Total Attachments: 3
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EXHIBIT C

TRADEMARKS ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **AGC, LLC**, a Delaware limited liability company with an address of One American Road, Cleveland Ohio 44144 ("Assignor"), hereby sells, transfers and assigns to **CARLTON CARDS RETAIL, INC.**, a Connecticut corporation with an address at One American Road, Cleveland Ohio 44144 ("Assignee"), its successors, assigns or other legal representatives, all right, title and interest in and to the following only as specified on Schedule A hereto: (i) registered trademarks and registered service marks that are owned by Assignor (the "Marks"); (ii) registrations, and applications for registration, of the Marks; (iii) all rights of action arising from the Marks, including all claims for damages by reason of past, present and future infringement of the Marks and the right to sue and collect damages for such infringement; and (iv) the goodwill of the business symbolized by the Marks; all to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.

[signature page to follow]

In Witness Whereof, Assignor has executed this Trademarks Assignment as of this 25th day of June, 2009.

ASSIGNOR:

AGC, LLC

By: *Stephen L. Scharf*

Printed Name: Stephen L. Scharf

Title: Assistant Secretary

State of Ohio)
) ss:
County of Cuyahoga)

Subscribed to and sworn before me on this 25th day of June, 2009.

Paul Cardenas

Notary Public

My commission expires: January 28, 2014



PAUL CARDENAS
Notary Public, State of Ohio
Recorded in Cuyahoga County
My Commission Expires
~~January 8, 2009~~

January 28, 2014

Schedule A

1. See registered Marks chart:

Mark	Registration No.	Country	Goods/Services
SWEET SENTIMENTS	3458047	United States	Candy
SWEET SENTIMENTS	696513	Canada	Candy
THE MILL CREEK	3224285	United States	Chocolate candies