

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
National City Bank		07/16/2009	National Banking Association:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	American Greetings Corporation		
<b>Street Address:</b>	One American Road		
<b>City:</b>	Cleveland		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	44144		
<b>Entity Type:</b>	CORPORATION: OHIO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2324989	DATEWORKS	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(317)231-7433		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	317-236-1313		
Email:	dwong@btlaw.com		
Correspondent Name:	David A.W. Wong		
Address Line 1:	11 South Meridian Street		
Address Line 2:	Barnes & Thornburg LLP		
Address Line 4:	Indianapolis, INDIANA 46204-3535		
ATTORNEY DOCKET NUMBER:	35848-209804		
NAME OF SUBMITTER:	David A.W. Wong		
Signature:	/dwong/		
Date:	01/20/2010		

CH \$40.00 2324989

Total Attachments: 2

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RELEASE LETTER

July 16, 2009

American Greetings Corporation  
One American Road  
Cleveland, Ohio 44144

Re: DateWorks Division

Ladies and Gentlemen:

Reference is made to the Credit Agreement, dated as of April 4, 2006 (as amended and as the same may from time to time be further amended, restated or otherwise modified, collectively, the "Credit Agreement"; capitalized terms used herein but not defined herein shall have the meanings set forth in the Credit Agreement), among American Greetings Corporation, an Ohio corporation (the "Company"), the Foreign Subsidiary Borrowers party thereto, the Lenders party thereto and National City Bank, as Global Agent.

The Company has informed the Global Agent that the Company has entered into that certain Asset Purchase Agreement, dated as of June 17, 2009 (the "Agreement"), between the Company and Trends International, LLC, a Delaware limited liability company, which provides for the sale by the Company of certain of its assets relating to its DateWorks division (such sale is hereinafter referred to as the "Subject Transaction"). The Company has informed the Global Agent that the Subject Transaction is permitted under Section 7.02(f) of the Credit Agreement. In addition, pursuant to Section 10.9(b) of the Security Agreement, the Company has delivered a notice to the Collateral Agent requesting that the Liens granted by the Company under the Security Agreement on the Purchased Assets (as defined in the Agreement as in effect on the date hereof; such assets are hereinafter referred to as the "DateWorks Assets") be released by the Collateral Agent and indicating that the release is permitted under Section 10.9(a) of the Security Agreement.

At the request of the Company and contemporaneously with the consummation of the Subject Transaction, the Collateral Agent hereby releases all Liens granted by the Company in favor of the Collateral Agent, for the benefit of the Secured Creditors (as defined in the Security Agreement), on the DateWorks Assets.

Except as set forth herein, the Loan Documents remain in full force and effect and are unaffected hereby.

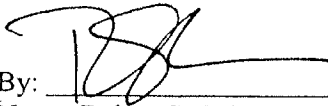
**National City**  
Now a part of



This letter may be executed in any number of counterparts, by different parties hereto in separate counterparts and by facsimile signature, each of which when so executed and delivered shall be deemed to be an original and all of which taken together shall constitute but one and the same agreement.

Very truly yours,

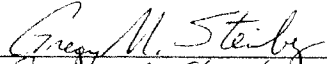
NATIONAL CITY BANK, as Global Agent  
and Collateral Agent

By: 

Name: Robert S. Coleman  
Title: Senior Vice President

The foregoing is acknowledged  
and agreed to by:

AMERICAN GREETINGS CORPORATION

By:   
Name: Gregory M. Steinberg  
Title: Treasurer