

Mandelbaum Josef  
 Form 4  
 May 05, 2010

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Mandelbaum Josef

2. Issuer Name and Ticker or Trading Symbol  
 AMERICAN GREETINGS CORP  
 [AM]

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)

(Last) (First) (Middle)  
 ONE AMERICAN ROAD  
 (Street)

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 05/03/2010

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 CEO-AG Intellectual Properties

CLEVELAND, OH 44144  
 (City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Class A Common Shares	05/03/2010		A		2,800 (1)	A	\$ 0 20,800 D
Class A Common Shares	05/03/2010		M		11,000	A	\$ 7.73 31,800 D
Class A Common Shares	05/03/2010		S		22,000	D	\$ 24.276 9,800 D (2)
Class A Common	05/03/2010		M		11,000	A	\$ 18.12 20,800 D

Shares

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.** SEC 1474 (9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)	Amount or Number of Shares
Stock Option	\$ 24.69	05/03/2010		A	11,000	<sup>(3)</sup> 05/03/2020	Class A Common Shares	11,000
Stock Option	\$ 7.73	05/03/2010		M	11,000	<sup>(4)</sup> 05/01/2019	Class A Common Shares	11,000
Stock Option	\$ 18.12	05/03/2010		M	11,000	<sup>(5)</sup> 05/01/2018	Class A Common Shares	11,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Mandelbaum Josef ONE AMERICAN ROAD CLEVELAND, OH 44144			CEO-AG Intellectual Properties	

## Signatures

Catherine M. Kilbane, Power of Attorney for Josef Mandelbaum 05/05/2010

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

## Edgar Filing: Mandelbaum Josef - Form 4

- Represents restricted stock units granted to the reporting person on May 3, 2010. The restricted stock units will vest and shares will be
- (1) issued in equal amounts on the first and second anniversaries of the date of grant, based on the continued employment of the reporting person.

- The price reported in Column 4 is a weighted average price for shares sold on May 3, 2010, with prices ranging from \$24.12 to \$24.52, inclusive. The reporting person undertakes to provide to American Greetings Corporation, any security holder thereof, or the staff of the
- (2) Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote. Transaction was made pursuant to the reporting person's 10b5-1 Plan.

- (3) This option will vest equally on each of the first and second anniversaries of the grant date.

- (4) This option became exercisable with respect to 11,000 shares May 1, 2010, and will become exercisable with respect to 11,000 shares on May 1, 2011.

- (5) This option became exercisable with respect to 11,000 shares on each of May 1, 2009 and May 1, 2010.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.