

HAFFKE CHRISTOPHER W  
Form 3  
December 11, 2012

**FORM 3** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â HAFFKE CHRISTOPHER W		(Month/Day/Year)	AMERICAN GREETINGS CORP [AM]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
C/O ONE AMERICAN ROAD			(Check all applicable)	
(Street)			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	
CLEVELAND,Â OHÂ 44144			<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	
(City)	(State)	(Zip)	(give title below) (specify below)	
			VP, Gen. Counsel, Secretary	
6. Individual or Joint/Group Filing(Check Applicable Line)				
<input checked="" type="checkbox"/> Form filed by One Reporting Person				
<input type="checkbox"/> Form filed by More than One Reporting Person				

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common Shares	14,232 <sup>(1)</sup>	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

**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.**

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of	

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				Shares		(I) (Instr. 5)	
Stock Option	Â (2)	10/25/2014	Class A Common Shares	4,000	\$ 25.98	D	Â
Stock Option	Â (3)	05/16/2015	Class A Common Shares	4,000	\$ 24.73	D	Â
Stock Option	Â (4)	05/15/2016	Class A Common Shares	4,600	\$ 22.65	D	Â
Stock Option	Â (5)	05/02/2017	Class A Common Shares	5,000	\$ 25.57	D	Â
Stock Option	Â (6)	05/03/2020	Class A Common Shares	2,500	\$ 24.69	D	Â
Stock Option	Â (7)	07/02/2020	Class A Common Shares	750	\$ 18.88	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HAFFKE CHRISTOPHER W C/O ONE AMERICAN ROAD CLEVELAND, OH 44144	Â	Â	Â VP, Gen. Counsel, Secretary	Â

## Signatures

Christopher W.  
Haffke

12/11/2012

\*\*Signature of  
Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(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).

- Includes 5,000 performance shares and 3,742 restricted stock units. The reporting person's right to receive the common shares represented by (i) performance shares is subject to vesting where the performance shares will vest and be issued on February 28, 2013, and (ii) restricted stock units is subject to vesting where 900 restricted stock units will vest and be issued on May 3, 2013, and 1,421 restricted stock units will vest and be issued on each of May 2, 2013 and May 2, 2014, in each case based on the continued employment of the reporting person.
- (1) These options are fully exercisable as of October 24, 2006.
  - (2) These options are fully exercisable as of May 16, 2007.
  - (3) These options are fully exercisable as of May 15, 2008.
  - (4) These options are fully exercisable as of May 15, 2008.

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- (5) These options are fully exercisable as of May 2, 2009.
- (6) These options are fully exercisable as of May 3, 2012.
- (7) These options are fully exercisable as of July 2, 2012.

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.