

McGrath Brian T  
Form 4  
May 05, 2011

**FORM 4**

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

OMB APPROVAL

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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 \*  
McGrath Brian T

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)  
05/03/2011

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Senior Vice President

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount or Price		
Class A Common Shares	05/03/2011		A		5,500 <sup>(1)</sup>	A	\$ 0 35,300 D
Class A Common Shares	05/03/2011		F		455 <sup>(2)</sup>	D	\$ 23.72 34,845 D
Class A Common Shares	05/04/2011		S		945	D	\$ 23.72 33,900 D
Class A Common	05/05/2011		M		20,000	A	\$ 18.12 53,900 D

Shares

Class A Common Shares	05/05/2011	M	7,070	A	\$ 7.73	60,970	D
Class A Common Shares	05/05/2011	S	<u>27,070</u> (3)	D	\$ 24	33,900	D

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.**

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(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 Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option	\$ 18.12	05/05/2011		M	20,000	<u>(4)</u> 05/01/2018	Class A Common Shares	20,000
Stock Option	\$ 7.73	05/05/2011		M	7,070	<u>(5)</u> 05/01/2019	Class A Common Shares	7,070

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
McGrath Brian T ONE AMERICAN ROAD CLEVELAND, OH 44144			Senior Vice President	

## Signatures

Christopher W. Haffke, Power of Attorney for Brian T. McGrath

05/05/2011

\_\_\_\_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).

- Represents restricted stock units granted to the reporting person on May 3, 2011. 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.
  - (2) Represents the number of shares withheld for the payment of taxes due upon vesting of restricted stock units.
  - (3) Transaction was made pursuant to the reporting person's 10b5-1 Plan.
  - (4) These options became fully exercisable on May 1, 2010.
  - (5) These options became fully exercisable on May 1, 2011.

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

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