

SWELLIE ROBERT C

Form 3

March 12, 2010

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

OMB APPROVAL

OMB
Number: 3235-0104Expires: January 31,
2005Estimated average
burden hours per
response... 0.5**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 *

Â SWELLIE ROBERT C

(Last) (First) (Middle)

ONE AMERICAN ROAD

(Street)

CLEVELAND,Â OHÂ 44144

(City) (State) (Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)

03/04/2010

3. Issuer Name and Ticker or Trading Symbol

AMERICAN GREETINGS CORP [AM]

4. Relationship of Reporting
Person(s) to Issuer

(Check all applicable)

☐ Director ☐ 10% Owner☒ Officer ☐ Other

(give title below) (specify below)

Senior Vice President

5. 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 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 B Common Shares

0

D

Â

Class A Common Shares

0

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
Derivative5. Ownership
Form of
Derivative
Security:6. Nature of Indirect
Beneficial Ownership
(Instr. 5)

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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Stock Option	Â <u>(1)</u>	05/01/2019	Class A Common Shares	22,000	\$ 7.73	D	Â
Stock Option	Â <u>(2)</u>	09/30/2018	Class A Common Shares	15,000	\$ 15.29	D	Â
Stock Option	Â <u>(3)</u>	05/01/2018	Class A Common Shares	8,050	\$ 18.12	D	Â
Stock Option	Â <u>(4)</u>	05/02/2017	Class A Common Shares	8,050	\$ 25.57	D	Â
Stock Option	Â <u>(5)</u>	05/15/2016	Class A Common Shares	7,000	\$ 22.65	D	Â
Stock Option	Â <u>(6)</u>	05/16/2015	Class A Common Shares	8,050	\$ 24.73	D	Â
Stock Option	Â <u>(7)</u>	05/03/2014	Class A Common Shares	8,750	\$ 20.51	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SWELLIE ROBERT C ONE AMERICAN ROAD CLEVELAND, OH 44144	Â	Â	Â Senior Vice President	Â

Signatures

Catherine M. Kilbane, Power of Attorney for Robert C.
Swellie

03/12/2010

 **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).

- (1) This option will become exercisable with respect to 11,000 shares on May 1, 2010, and with respect to the remaining shares on May 1, 2011.
- (2) This option became exercisable with respect to 7,500 shares on September 30, 2009, and will become exercisable with respect to the remaining shares on September 30, 2010.

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- (3) This option became exercisable with respect to 4,025 shares on May 1, 2009, and will become exercisable with respect to the remaining shares on May 1, 2010.
- (4) This option became exercisable with respect to 4,025 shares in May 2, 2008, and with respect to the remaining shares on May 2, 2009.
- (5) This option became exercisable with respect to 3,500 shares on May 15, 2007, and with respect to the remaining shares on May 15, 2008.
- (6) This option became exercisable with respect to 4,025 shares in May 16, 2006, and with respect to the remaining shares on May 16, 2007.
- (7) This option became exercisable with respect to 4,375 shares on May 3, 2005, and with respect to the remaining shares on May 3, 2006.

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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