

AMERICAN GREETINGS CORP

Form 3

March 09, 2006

**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 \*

Â Mandelbaum Josef

(Last)

(First)

(Middle)

2. Date of Event Requiring Statement

(Month/Day/Year)

03/01/2006

3. Issuer Name and Ticker or Trading Symbol

AMERICAN GREETINGS CORP [AM]

4. Relationship of Reporting Person(s) to Issuer

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

C/O AMERICAN GREETINGS CORPORATION,Â ONE  
AMERICAN ROAD

(Street)

(Check all applicable)

☐ Director ☐ 10% Owner☒ Officer ☐ Other

(give title below) (specify below)

CEO-AG Intellectual Properties

CLEVELAND,Â OHÂ 44144

(City)

(State)

(Zip)

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)

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

SEC 1473 (7-02)

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**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)

Date Exercisable

Expiration Date

3. Title and Amount of Securities Underlying Derivative Security  
(Instr. 4)

Title

Amount or Number of

4. Conversion or Exercise Price of Derivative Security

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

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				Shares		or Indirect (I) (Instr. 5)	
Non-Qualified Stock Option (right to buy)	01/27/2004	01/27/2013	Class A Common Stock	10,500	\$ 13.52	D	Â
Non-Qualified Stock Option (right to buy)	09/29/2004	09/29/2013	Class A Common Stock	119,570	\$ 19.81	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(1)</u>	05/03/2014	Class A Common Stock	7,700	\$ 20.51	D	Â
Non-Qualified Stock Option (right to buy)	Â <u>(2)</u>	05/16/2015	Class A Common Stock	7,000	\$ 24.73	D	Â

## Reporting Owners

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

## Signatures

By: Christopher W. Haffke, Power of Attorney For: Josef  
Mandelbaum

03/09/2006

\_\_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 became exercisable with respect to 3,850 shares on May 3, 2005, and will become exercisable with respect to the remaining 3,850 shares on May 3, 2006.

(2) This option will become exercisable with respect to 3,500 shares on May 16, 2006, and with respect to the remaining 3,500 shares on May 16, 2007.

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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