

McGrath Brian T
Form 4
May 05, 2011

FORM 4

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

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

OMB APPROVAL

OMB
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(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
____X____ Officer (give title ____ Other (specify
below) below)
Senior Vice President

CLEVELAND, OH 44144

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

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

(City) (State) (Zip)

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D)	Price	
Class A Common Shares	05/03/2011		A		5,500 (1)	A \$ 0	35,300 D
Class A Common Shares	05/03/2011		F		455 (2)	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
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Class A

Common Shares	05/05/2011	S	27,070 (3)	D	\$ 24	33,900	D
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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	(4) 05/01/2018	Class A Common Shares	20,000
Stock Option	\$ 7.73	05/05/2011		M	7,070	(5) 05/01/2019	Class A Common Shares	7,070

Reporting Owners

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