

AMERICAN GREETINGS CORP

Form 4

July 08, 2005

**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  
Number: 3235-0287  
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2005  
Estimated average  
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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**WEISS JEFFREY M**

(Last) (First) (Middle)

**C/O AMERICAN GREETING  
CORP, ONE AMERICAN ROAD**

(Street)

**CLEVELAND, OH 44144**

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
**AMERICAN GREETINGS CORP  
[AM]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**07/06/2005**

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☐ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify  
below) ☐  
President and C.O.O.

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	(A) or (D)	Price
Class A Common Stock	07/06/2005		S		1,400	D	\$ 26.72
							1,100
Class A Common Stock	07/06/2005		S		300	D	\$ 26.75
							800
Class A Common Stock	07/06/2005		S		300	D	\$ 26.76
							500
Class A	07/06/2005		S		500	D	\$ 0
							0

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Common Stock					26.88			
Class B Common Stock	07/06/2005	F	10,317	D	\$ 26.84	21,542	D	
Class B Common Stock	07/06/2005	F	1,400	D	\$ 26.84	20,142	D	
Class B Common Stock	07/06/2005	M	13,500	A	\$ 20.51	33,642	D	
Class A Common Stock						12	I	by Daughter
Class A Common Stock						526	I	by Profit Shar.401-k
Class B Common Stock						1,907	I	by Profit Shar.Plan

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

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SEC 1474  
(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 Underlying (Instr. 3 and 4)		
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title
Non-Qualified Stock Option (right to buy)	\$ 13.15	07/06/2005		M			50,000	<u>(1)</u>	03/03/2013	Class A Common Stock
Non-Qualified Stock Option (right to buy)	\$ 14	07/06/2005		M			14,000	<u>(2)</u>	03/01/2012	Class A Common Stock
	\$ 16.813	07/06/2005		M			12,000	<u>(3)</u>	05/22/2010	

Non-Qualified Stock Option (right to buy)								Class A Common Stock
Non-Qualified Stock Option (right to buy)	\$ 20.51	07/06/2005	M	13,500	(4)	05/03/2014		Class B Common Stock
Non-Qualified Stock Option (right to buy)	\$ 26.34	07/06/2005	A	10,317	07/06/2005	05/03/2014		Class B Common Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WEISS JEFFREY M C/O AMERICAN GREETING CORP ONE AMERICAN ROAD CLEVELAND, OH 44144	X		President and C.O.O.	

## Signatures

By: Catherine M. Kilbane, Power of Attorney For: Jeffrey M. Weiss 07/08/2005

\_\_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).
- (1) The option became exercisable with respect to 25,000 shares on each of March 3, 2004 and 2005, the remaining amount to become exercisable on March 3, 2006.
- (2) The option became exercisable in two equal installments on March 1, 2003 and 2004.
- (3) The option became exercisable in three equal installments on May 22, 2001, 2002 and 2003.
- (4) The option became exercisable with respect to 25,000 shares on May 3, 2005, the remaining 50,000 shares to become exercisable in two equal installments on May 3, 2006 and 2007.

### Remarks:

The reporting person engaged in additional transactions on July 6, 2005, which are reported on a separate Form 4 filed on the date hereof.

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.