



american greetings

**Idea Submission Team
American Greetings Corporation
One American Boulevard
Cleveland OH 44145-8151
216.252.7300 ext. 3595**

Re: Unsolicited Idea Submission

To Whom It May Concern:

You have expressed interest in making an unsolicited submission of materials to American Greetings Corporation. In order to avoid misunderstandings, we have a uniform procedure for the handling of such submissions. Under our procedure, we will not review your submission unless you return to us a copy of this letter signed by you to indicate your agreement with these terms, along with your submitted materials.

As you know, American Greetings is a creative company and new ideas are important to our business. The greeting cards and other products we bring to market are the result of this creativity. You may not be aware, however, that we employ hundreds of artists, writers and other highly talented people on our creative staff. As a result, we very seldom need to go outside our company to purchase new ideas, writings or designs.

Nevertheless, we are sometimes willing to discuss with people not in the employ of our company any ideas, writings or designs which might lead us to even greater creativity. We do, in fact, receive a great many unsolicited submissions from our friends outside the company. In most cases, however, the ideas or works submitted are not new and touch upon the same matters that have been explored by our own creative staff.

We must therefore take certain precautions in accepting disclosures or submissions from others. We have a uniform policy not to receive any disclosures or submissions in confidence. No submission will be reviewed by the company on a confidential basis, or under a guarantee that the design, writing or idea shall be kept secret, or on condition that the company shall agree to terms of compensation before disclosure or submission of the design, writing or idea. If you agree that your disclosure of the materials is entirely voluntary on your part and that it will not create any obligation or confidential relationship of any type or kind, nor any guarantee of secrecy, we shall be glad to consider it.

Your submission will be reviewed on the basis that you will rely exclusively on your rights under the intellectual property laws (Copyright, Trademark and Patent Statutes). In the case of a patentable idea, it is suggested that you protect yourself by filing a patent application.

The company shall not be obligated to give reasons for its decision or to reveal its past or present activities related to the submitted materials or to the same or similar materials submitted by others.

If all of the foregoing is satisfactory to you, please sign in the space provided below and return this letter to the attention of *Idea Submission Team at American Greetings Corporation, One American Boulevard, Cleveland, Ohio 44145*, along with the submitted materials. If you haven't done so already, you may submit product samples and/or a description, along with anything else that you think might help us in evaluating your submission. As a condition of making an unsolicited submission, please understand that we will **not** return your materials.

Thank you for thinking of American Greetings Corporation.

Sincerely,

Idea Submission Team
American Greetings Corporation

Agreed To:

Signature

Name

Date

Address
