

Tyler Robert D.  
Form 3  
June 01, 2012

**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 * |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol  |  |
| Â Tyler Robert D.                         |         | (Month/Day/Year)                     | AMERICAN GREETINGS CORP [AM]  |  |
| (Last)                                    | (First) | (Middle)                             | 4. Relationship of Reporting Person(s) to Issuer  | 5. If Amendment, Date Original Filed(Month/Day/Year) |
|   |         | 05/24/2012                           |   |  |
| ONE AMERICAN ROAD                         |         |                                      | (Check all applicable)  |  |
| (Street)                                  |         |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner<br><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other<br>(give title below)    (specify below)<br>Corporate Controller & CAO |  |
| CLEVELAND,Â OHÂ 44144                     |         |                                      | 6. Individual or Joint/Group Filing(Check Applicable Line)  |  |
| (City)                                    | (State) | (Zip)                                | <input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> Form filed by More than One Reporting Person   |  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|
| Class A Common Shares              | 8,639  | 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<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security:<br>Direct (D)<br>or Indirect | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|--|--|--|--|
|   | Date Exercisable    Expiration Date                         | Title    Amount or Number of   |  |  |  |

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|              |       |            |                             | Shares |          | (I)<br>(Instr. 5) |   |
|--------------|-------|------------|-----------------------------|--------|----------|-------------------|---|
| Stock Option | Â (1) | 05/03/2020 | Class A<br>Common<br>Shares | 2,500  | \$ 24.69 | D                 | Â |
| Stock Option | Â (2) | 05/02/2017 | Class A<br>Common<br>Shares | 4,000  | \$ 25.57 | D                 | Â |
| Stock Option | Â (3) | 10/02/2016 | Class A<br>Common<br>Shares | 250    | \$ 22.95 | D                 | Â |
| Stock Option | Â (4) | 08/03/2015 | Class A<br>Common<br>Shares | 2,750  | \$ 25.53 | D                 | Â |
| Stock Option | Â (5) | 05/16/2015 | Class A<br>Common<br>Shares | 1,250  | \$ 24.73 | D                 | Â |

## Reporting Owners

| Reporting Owner Name / Address                              | Relationships |           |                              |       |
|---|---------------|-----------|------------------------------|-------|
|   | Director      | 10% Owner | Officer                      | Other |
| Tyler Robert D.<br>ONE AMERICAN ROAD<br>CLEVELAND, OH 44144 | Â             | Â         | Â Corporate Controller & CAO | Â     |

## Signatures

Robert D. Tyler                      06/01/2012  
 \*\*Signature of                      Date  
 Reporting Person

## 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 1,250 shares on each of May 3, 2011 and May 3, 2012.
- (2) This option became exercisable with respect to 2,000 shares on each of May 2, 2008 and May 2, 2009.
- (3) This option became exercisable with respect to 125 shares on each of October 2, 2007 and October 2, 2008.
- (4) This option became exercisable with respect to 1,375 shares on each of August 3, 2006 and August 3, 2007.
- (5) This option became exercisable with respect to 625 shares on each of May 16, 2006 and 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. 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.