

WEISS ZEV  
Form SC 13D/A  
November 05, 2012

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**SCHEDULE 13D/A**

Under the Securities Exchange Act of 1934

(Amendment No. 1)

**American Greetings Corporation**  
(Name of Issuer)

**Class B Common Shares, Par Value \$1.00**  
(Title of Class of Securities)

**026375-20-4**  
(CUSIP Number)

Zev Weiss

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**Jeffrey Weiss**

**One American Road**

**Cleveland, Ohio 44144**

**(216) 252-7300**

**(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)**

*Copies to:*

**Lyle Ganske**

**Jones Day**

**901 Lakeside Avenue**

**Cleveland, Ohio 44114**

**(216) 586-3939**

**November 2, 2012**

**(Date of Event Which Requires Filing of this Statement)**

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box. "

**Note:** Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 13d-7 for other parties to whom copies are to be sent.

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page. The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).



1 NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

2 Zev Weiss  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)  (b)

3 SEC USE ONLY

4 SOURCE OF FUNDS\*

5 OO - See Item 3  
CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

USA

7 SOLE VOTING POWER

NUMBER OF  
SHARES 524,391  
8 SHARED VOTING POWER

BENEFICIALLY

OWNED BY 0  
9 SOLE DISPOSITIVE POWER

EACH  
REPORTING

PERSON 524,391  
10 SHARED DISPOSITIVE POWER  
WITH

11 0  
AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

524,391  
12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES\* ..

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

15.8%  
14 TYPE OF REPORTING PERSON\*

IN

1 NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Jeffrey Weiss

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)  (b)

3 SEC USE ONLY

4 SOURCE OF FUNDS\*

OO - See Item 3

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

USA

7  SOLE VOTING POWER

NUMBER OF

337,620

SHARES

8  SHARED VOTING POWER

BENEFICIALLY

OWNED BY

0

9  SOLE DISPOSITIVE POWER

EACH  
REPORTING

PERSON

337,620

WITH

10  SHARED DISPOSITIVE POWER

0

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

12            337,620  
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES\* ..

13            PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

14            10.7%  
TYPE OF REPORTING PERSON\*

IN

1 NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

2 Gary Weiss  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)  (b)

3 SEC USE ONLY

4 SOURCE OF FUNDS\*

5 OO - See Item 3  
CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

USA

7  SOLE VOTING POWER

NUMBER OF  
SHARES 11,430  
8  SHARED VOTING POWER

BENEFICIALLY

OWNED BY 0  
9  SOLE DISPOSITIVE POWER

EACH  
REPORTING

PERSON 11,430  
10  SHARED DISPOSITIVE POWER  
WITH

11 0  
AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON



11,430  
12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES\* ..

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

0.4%  
14 TYPE OF REPORTING PERSON\*

IN

1 NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Elie Weiss

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)  (b)

3 SEC USE ONLY

4 SOURCE OF FUNDS\*

OO - See Item 3

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

USA

7  SOLE VOTING POWER

NUMBER OF

23,430

SHARES

8  SHARED VOTING POWER

BENEFICIALLY

OWNED BY

0

9  SOLE DISPOSITIVE POWER

EACH  
REPORTING

PERSON

23,430

WITH

10  SHARED DISPOSITIVE POWER

0

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

12 23,430  
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES\* ..

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

14 0.8%  
TYPE OF REPORTING PERSON\*

IN

1 NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Morry Weiss

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)  (b)

3 SEC USE ONLY

4 SOURCE OF FUNDS\*

OO - See Item 3

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

USA

7  SOLE VOTING POWER

NUMBER OF

331,334

SHARES

8  SHARED VOTING POWER

BENEFICIALLY

OWNED BY

0

9  SOLE DISPOSITIVE POWER

EACH  
REPORTING

PERSON

331,334

WITH

10  SHARED DISPOSITIVE POWER

0

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

12            331,334  
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES\* ..

13            PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

14            11.1%  
TYPE OF REPORTING PERSON\*

IN

1 NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

2 Irving I. Stone Limited Liability Company  
CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)  (b)

3 SEC USE ONLY

4 SOURCE OF FUNDS\*

5 OO - See Item 3  
CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(d) OR 2(e)

6 CITIZENSHIP OR PLACE OF ORGANIZATION

Ohio

7 SOLE VOTING POWER

NUMBER OF  
SHARES 1,818,182  
8 SHARED VOTING POWER

BENEFICIALLY

OWNED BY 0  
9 SOLE DISPOSITIVE POWER

EACH  
REPORTING

PERSON 1,818,182  
10 SHARED DISPOSITIVE POWER  
WITH

11 0  
AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,818,182  
12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES\* ..

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

63.6%  
14 TYPE OF REPORTING PERSON\*

00

**Explanatory Note**

This Amendment No. 1 to Schedule 13D (this *Amendment* ) amends the Schedule 13D filed by the Reporting Persons on September 26, 2012 (the *Schedule 13D* ). Capitalized terms used but not otherwise defined in this Amendment have the meanings ascribed to such terms in the Schedule 13D.

**Item 6. Contracts, Arrangements, Understandings or Relationships With Respect to Securities of the Issuer.**

Item 6 is hereby supplemented with the following information:

On November 2, 2012, the Reporting Persons, certain related trusts and the Issuer entered into a letter agreement (the *Letter Agreement* ) pursuant to which the Reporting Persons agreed, among other things, to keep certain information provided by the Issuer confidential and not to acquire any securities of the Issuer outside of the Weiss Family's existing proposal to acquire all of the outstanding Class A Shares and Class B Shares not owned by the Weiss Family, subject to certain exceptions, for a period of twenty-two weeks. Pursuant to the Letter Agreement, the twenty-two week period will terminate in the event that the Issuer commences substantive discussions with a third-party, other than the Reporting Persons, with respect to an alternative transaction for control of the Issuer. A copy of the Letter Agreement is filed as Exhibit 3 to this Amendment and is incorporated by reference into this Item 6.

**Item 7. Material to be Filed as Exhibits.**

Item 7 is hereby amended by inserting at the end thereof the following:

Exhibit 3 Letter Agreement, dated November 2, 2012.



**SIGNATURES**

After reasonable inquiry and to the best of our knowledge and belief, we certify that the information set forth in this statement is true, complete and correct.

Date: November 5, 2012

*/s/ Zev Weiss*

Zev Weiss

*/s/ Jeffrey Weiss*

Jeffrey Weiss

*/s/ Gary Weiss*

Gary Weiss

*/s/ Elie Weiss*

Elie Weiss

*/s/ Morry Weiss*

Morry Weiss

IRVING I. STONE LIMITED LIABILITY COMPANY

By: */s/ Gary Weiss*

Name: Gary Weiss

Title: Manager