Psychology, as a science, should aim for some level of prediction. For research in human memory, one aim would be to predict how much of a set of information a person will remember over a given period of time. Perhaps the most well-known finding in memory research is the Ebbinghaus forgetting curve. According to this function, we should be able to predict future memory performance by fitting a power function to existent data. However, I argue that this fundamental idea about the nature of memory retention and forgetting is not as ubiquitous as many researchers assume. I present evidence of deviations from the standard Ebbinghaus pattern by (a) showing a dip in memory performance around one week, (b) showing linear forgetting, and (c) showing increased memory over time. Implications for future memory research will be discussed.