

10-29-1998

FORM PTO-1594
1-31-92

100862359

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

IEET

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10-22-98

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Advertising Display Company, Inc.
1200 Valley Brook Avenue
Lyndhurst, New Jersey 07071

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation - New Jersey
☐ Other

Additional name(s) of conveying party(ies) attached?

☐ Yes ☒ No

3. Nature of conveyance:

- ☐ Assignment ☐ Merger
☒ Security Agreement ☐ Change of Name
☐ Other

Execution Date: October 15, 1998

2. Name and address of receiving party(ies):

Name: Fleet BankStreet Address: 208 Harristown RoadCity: Glen Rock State: New Jersey ZIP: 07452

- ☐ Individual(s) citizenship _____
☒ Association - National Banking
☐ General Partnership _____
☐ Limited Partnership _____
☐ Corporation _____
☐ Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No

(Designations must be a separate document from Assignment)

Additional name(s) and address(es) attached? ☐ Yes ☒ No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,035,494	1,994,406
2,006,782	1,457,768

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Robert W. Smith, Esq.
 Internal Address: McCarter & English, LLP
4 Gateway Center

Street Address: 100 Mulberry StreetCity: Newark State: New Jersey ZIP: 071016. Total number of applications and registrations involved: 47. Total Fee (37 CFR 3.41): \$ 115.00

- ☒ Enclosed
☐ Authorized to be charged to deposit account

8. Deposit account number: _____
(Attach duplicate copy of this page if paying by deposit account.)

DO NOT USE THIS SPACE

9. Statement and Signature.

To the best of your knowledge and belief, the foregoing information is true and correct and the attached copy is a true copy of the original document.

Robert W. Smith
 Name of Person Signing

[Signature]
 Signature

October 21, 1998
 Date

Total number of pages comprising cover sheet: 4

TRADEMARK
 REEL: 1805 FRAME: 0324

TRADEMARK ASSIGNMENT OF SECURITY

THIS ASSIGNMENT, made as of October 15, 1998, by Advertising Display Company, Inc., with an address at 1200 Valley Brook Avenue, Lyndhurst, New Jersey 07071 (the "Assignor") to Fleet Bank, National Association with an address at 208 Harristown Road, Glen Rock, New Jersey 07452 as agent (in such capacity, the "Agent") for the benefit of (i) the banks (collectively, the "Banks") named in the credit agreement of even date (together with all amendments, restatements, supplements and modifications, if any, from time to time made thereto, the "Credit Agreement") among the Assignor, the Banks and the Agent, and (ii) any Bank which is party to a Required Swap Contract as such term is defined in the Credit Agreement.

WHEREAS, pursuant to the Credit Agreement the Banks have, among other things extended commitments to make loans to Assignor; and

WHEREAS, it is a condition precedent to the obligation of the Banks to make loans under the Credit Agreement that Assignor enter into a certain security agreement, dated the date hereof, between Assignor and Agent (the "Security Agreement"); and

WHEREAS, Assignor has adopted, used and is using the marks shown on the attached Schedule A (the "Marks") for which there are registrations or applications in the United States Patent and Trademark Office under the numbers shown on the attached Schedule A.

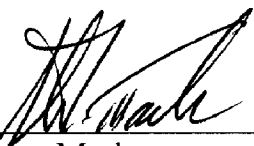
WHEREAS, pursuant to the Security Agreement, Assignor is granting to Agent a security interest in the Marks, the goodwill of the business symbolized by the Marks, and the registrations and applications therefor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Agent and grant to Agent a security interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and registrations and applications therefor, which assignment and security interest shall secure all of the Secured Obligations as defined in the Security Agreement and in accordance with the terms and provisions thereof.

Assignor expressly acknowledges and affirms that the rights and remedies of Agent with respect to the assignment and security interest granted hereby are more fully set forth in the Security Agreement.


IN WITNESS WHEREOF, Assignor has caused this assignment to be executed by its duly authorized officer, as of the date first above written.

Advertising Display Company, Inc.

By: 
Steven Marks
President

STATE OF NEW YORK)
)
COUNTY OF NEW YORK) ss:

On this 15th day of October, 1998, before me personally came Steven Marks, to me known, who, being by me duly sworn, did depose and say that he is the President of Advertising Display Company, Inc., the corporation described in and which executed the foregoing instrument; and that he signed his name thereto by order of the board of directors of said corporation.


Notary Public

R. ANDREW RICHARDS
Notary Public, State of New York
No. 01RI5049353
Qualified in New York County
Commission Expires September 18, 1999

SCHEDULE A

Schedule A to a Trademark Assignment of Security dated October 14, 1998 by Advertising Display Company, Inc. to Fleet Bank, National Association.

<u>TRADEMARK</u>	<u>REG./SERIAL NOS.</u>	<u>GOODS/SERVICES</u>	<u>STATUS</u>	<u>ACTION REQUIRED</u>
ADC	Reg. No. 2,035,494 Ser. No. 75-061,617	For design of point of purchase displays for others.	Registered 2/4/1997	
EMR.	Reg. No. 2,006,782 Ser. No. 74-568,961	Point of purchase merchandising services, namely managing efficiently and effectively, the full merchandising response cycle incorporating value-added services and total cost control.	Registered 10/8/96	
ADCOM	Reg. No. 1,994,406 Ser. No. 74-541,693	For keeping track of the progress of a customer's order requirements through means of an electronic mail, electronic fax, and electronic data interchange with customers.	Registered 8/20/96	
VIDEO LINK	Reg. No. 1,457,768 Ser. No. 73-600,762	Providing on line access to information concerning the progress of a product display design on video terminals in the offices of customers.	Registered 9/15/87	