

03-30-2001



101626577

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

MRD  
B-2901

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)     
City State/Country Zip Code

- Individual  General Partnership  Limited Partnership
- Corporation  Association

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Other

Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

03/30/2001 6TON11 00000373 2310545

01 FC:481 40.00 OP  
02 FC:482 275.00 OP  
03 FC:484 120.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 002217 FRAME: 0813

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages** Enter the total number of pages of the attached conveyance document including any attachments. #

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2310545"/>	<input type="text" value="1647801"/>	<input type="text" value="1962949"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1744773"/>	<input type="text" value="1697072"/>	<input type="text" value="1714069"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1750827"/>	<input type="text" value="2013924"/>	<input type="text" value="2274981"/>

**Number of Properties** Enter the total number of properties involved. #

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed  Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.) #

Deposit Account Number:

Authorization to charge additional fees: Yes  No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Eric Rosof  
Name of Person Signing

[Signature]  
Signature

3/28/01  
Date Signed

RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Individual  General Partnership  Limited Partnership

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

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**Trademark Application Number(s) or Registration Number(s)**

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Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

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## GRANT OF TRADEMARK SECURITY INTEREST

**WHEREAS**, DIMAC Marketing Partners, Inc., a Delaware corporation ("Grantor"), owns and uses in its business, and will in the future adopt and so use, various intangible assets, including the Trademark Collateral (as defined below); and

**WHEREAS**, Dimac Marketing Partners, Inc. ("Credit Facility Borrower") has entered into or is about to enter into financing arrangements with Credit Suisse First Boston in its capacity as agent pursuant to that certain loan agreement, dated of even date herewith (as the same now exists or may hereafter be amended, modified, supplemented, extended, renewed, restated or replaced, the "DMP Credit Facility Loan Agreement"), acting for and on behalf of the financial institutions which are parties thereto as lenders (in such capacity, "Credit Facility Agent") and the financial institutions which are parties to the DMP Credit Facility Loan Agreement as lenders (each, together with the Credit Facility Agent, individually, a "Credit Facility Lender" and collectively the "Credit Facility Lenders") pursuant to which the Credit Facility Borrower is obligated to the Credit Facility Lenders in respect of certain term loans and revolving loans, and the Credit Facility Lenders may make loans and provide other financial accommodations to Credit Facility Borrower, and other agreements, documents and instruments referred to therein or at any time executed and/or delivered in connection therewith or related thereto, including, but not limited to, this Agreement; and

**WHEREAS**, Dimac Holdings, Inc. ("Term Loan Borrower") has entered into or is about to enter into financing arrangements with Credit Suisse First Boston in its capacity as agent pursuant to that certain loan agreement dated of even date herewith (as the same now exists or may hereafter be amended, modified, supplemented, extended, renewed, restated or replaced, the "Holdings Term Loan Agreement"), acting for and on behalf of the financial institutions which are parties thereto as lenders (in such capacity, "Term Loan Agent") and the financial institutions which are parties to the Holdings Term Loan Agreement as lenders (each, together with the Term Loan Agent, individually, a "Term Loan Lender" and collectively the "Term Loan Lenders") pursuant to which the Term Loan Borrower is obligated to Term Loan Lenders in respect of certain term loans, and other agreements, documents and instruments referred to therein or at any time executed and/or delivered in connection therewith or related thereto, including, but not limited to, this Agreement; and

**WHEREAS**, pursuant to the terms of a Security Agreement dated as of February 27, 2001 (as amended, supplemented or otherwise modified from time to time, the "Security Agreement"), among Grantor, Secured Party and the other grantors named therein, Grantor has agreed to create in favor of Secured Party a secured and protected interest in, and Secured Party has agreed to become a secured creditor with respect to, the Trademark Collateral. Capitalized terms used herein but not defined herein shall have the meaning assigned to such terms in the Security Agreement.

**WHEREAS**, each grantor under the Security Agreement has absolutely and unconditionally guaranteed to Secured Party and Lenders the payment and performance when due of the Secured Obligations; and

**WHEREAS**, Lenders have authorized and appointed Secured Party to act for and on behalf of each of them as collateral agent as set forth in the Intercreditor and Collateral Agency Agreement, dated of even date herewith, by and among Lenders and Secured Party, as acknowledged and agreed to by Term Loan Borrower and Credit Facility Borrower (together, the "Borrowers") (as the same now exists or may hereafter be amended, modified, supplemented, extended, renewed, restated or replaced, the "Collateral Agency Agreement");

**NOW, THEREFORE**, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, subject to the terms and conditions of the Collateral Agency Agreement and the Security Agreement, Grantor hereby grants to Secured Party a security interest in all of Grantor's right, title and interest in and to the following, in each case whether now or hereafter existing or in which Grantor now has or hereafter acquires an interest and wherever the same may be located (the "Trademark Collateral"):

(i) all rights, title and interest (including rights acquired pursuant to a license or otherwise but only to the extent permitted by agreements governing such license or other use) in and to all trademarks, service marks, designs, logos, indicia, tradenames, trade dress, corporate names, company names, business names, fictitious business names, trade styles and/or other source and/or business identifiers and applications pertaining thereto, owned by such Grantor, or hereafter adopted and used, in its business (including, without limitation, the trademarks specifically identified in Schedule A) (collectively, the "Trademarks"), all registrations that have been or may hereafter be issued or applied for thereon in the United States and any state thereof and in foreign countries (including, without limitation, the registrations and applications specifically identified in Schedule A) (the "Trademark Registrations"), all common law and other rights (but in no event any of the obligations) in and to the Trademarks in the United States and any state thereof and in foreign countries (the "Trademark Rights"), and all goodwill of such Grantor's business symbolized by the Trademarks and associated therewith (the "Associated Goodwill"); and

(ii) all proceeds, products, rents and profits of or from any and all of the foregoing Trademark Collateral and, to the extent not otherwise included, all payments under insurance (whether or not Secured Party is the loss payee thereof), or any indemnity, warranty or guaranty, payable by reason of loss or damage to or otherwise with respect to any of the foregoing Trademark Collateral. For purposes of this Grant of Trademark Security Interest, the term "proceeds" includes whatever is receivable or received when Trademark Collateral or proceeds are sold, exchanged, collected or otherwise disposed of, whether such disposition is voluntary or involuntary.

Notwithstanding anything herein to the contrary, in no event shall the Trademark Collateral include, and Grantor shall be not deemed to have granted a security interest in, any of Grantor's rights or interests in any license, contract or agreement to which Grantor is a party or any of its rights or interests thereunder to the extent, but only to the extent, that such a grant would, under the terms of such license, contract or agreement or otherwise, result in a breach of the terms of, or constitute a default under any license, contract or agreement to which Grantor is a party; provided, that immediately upon the ineffectiveness, lapse or termination of any such

provision, the Trademark Collateral shall include, and Grantor shall be deemed to have granted a security interest in, all such rights and interests as if such provision had never been in effect.

Grantor does hereby further acknowledge and affirm that the rights and remedies of Secured Party with respect to the security interest in the Trademark Collateral granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

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IN WITNESS WHEREOF, Grantor has caused this Grant of Trademark Security Interest to be duly executed and delivered by its officer thereunto duly authorized as of the 27 day of February, 2001.

DIMAC MARKETING PARTNERS, INC.

By: Robert Kamerschen  
Name: Robert Kamerschen  
Title: Chairman

**SCHEDULE A  
TO  
GRANT OF TRADEMARK SECURITY INTEREST**

	<u>Registered Owner</u>	<u>United States Trademark Description</u>	<u>Registratio n Number</u>	<u>Registration Date</u>
1.	DIMAC Marketing Partners, Inc.	DIMAC MARKETING CORPORATION	2,310,545	1-25-00
2.	DIMAC Marketing Partners, Inc.	DIMAC design	1,647,801	6-11-91
3.	DIMAC Marketing Partners, Inc.	DIMAC and Design	1,962,949	3-19-96
4.	DIMAC Marketing Partners, Inc.	DIMAC DIRECT, A DIMAC Company & Design	1,744,773	1-5-93
5.	DIMAC Marketing Partners, Inc.	DIMAC	1,697,072	6-23-92
6.	DIMAC Marketing Partners, Inc.	DIMAC Corporation & Design	1,714,069	9-8-92
7.	DIMAC Marketing Partners, Inc.	DIMAC DIRECT	1,750,827	2-2-93
8.	DIMAC Marketing Partners, Inc.	PALM COAST	2,013,924	11-5-96
9.	DIMAC Marketing Partners, Inc.	KLONDIKE	2,274,981	9-31-99
10.	DIMAC Marketing Partners, Inc.	Direct Mail Corporation of America (Stylized Letters)	1,453,467	8-18-87
11.	DIMAC Marketing Partners, Inc.	PCD QUERY (Stylized Letters)	2,288,732	10-26-99
12.	DIMAC Marketing Partners, Inc.	TELE-FAX (Stylized Letters)	1,239,719	5-24-83