

Form PTO-1594 (Rev. 06/04)
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Heller Financial, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other: _____
- Association
- Limited Partnership

Citizenship: DE

Execution Date(s): 10/8/04

Additional names of conveying parties attached? Yes No

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

Additional names, addresses, or citizenship attached? Yes No

Name: Party Concepts, Inc.

Internal Address: _____

Street Address: 4455 West Lawrence Street

City: Appleton

State: WI

Country: US Zip: 54914

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other: _____

Citizenship: _____
Citizenship: _____
Citizenship: _____
Citizenship: WI
Citizenship: _____
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)

4. Application number(s) or registration number(s) and identification or description of the Trademark(s):

A. Trademark Application No.(s):

B. Trademark Registration No.(s):

1,767,451; 2,009,146; 2,113,189; 1,451,490;
1,517,587; 1,766,370; 1,755,915; 1,784,615

Additional sheet(s) attached? Yes No

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

Name: Christopher E. Kondracki

Address: 2001 Jefferson Davis Highway

Suite 1007

Arlington, Virginia 22202

Phone Number: (703) 415-1555

Fax Number: (703) 415-1557

Email Address: _____

6. Total number of applications and registrations involved:

8

7. Total Fee (37 CFR 2.6(b)(6) & 3.41): \$ 215.00

- Authorized to be charged by credit card
- Authorized to be charged by Deposit Account
- Fees Enclosed

8. Payment Information:

Deposit Account Number: 19-3545

Authorized User Name: Christopher E. Kondracki

9. Signature:

CE Kondracki
Signature

11/19/04
Date

Christopher E. Kondracki
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 3

CH \$216.00 193545 1767451

RELEASE OF TRADEMARK MORTGAGE

October 8, 2004

This Release of Trademark Mortgage, effective as of ~~February 19, 2003~~, is made by Heller Financial, Inc., a Delaware corporation, as agent ("Agent") for itself and the Lenders (as such term is defined in the Trademark Mortgage), in favor of Party Concepts, Inc., a Wisconsin corporation (the "Borrower").

WHEREAS, the Borrower and Agent entered into that certain Trademark Mortgage made as of September 2, 1998 (the "Trademark Mortgage"), and

WHEREAS, the Trademark Mortgage was recorded with the United States Patent and Trademark Office at Reel 1935, Frames 0051-0057; and

WHEREAS, the Trademark Mortgage granted, assigned and conveyed to Agent, for the benefit of Agent and the Lenders, a security interest in the Borrower's right, title and interest in and to certain trademarks, trademark registrations, tradenames, trademark applications, and other collateral, including without limitation those trademarks appearing on Schedule A attached hereto, as described in the Trademark Mortgage (collectively, the "Trademarks").

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Agent, on behalf of itself and the Lenders, does hereby (i) cancel and terminate the Trademark Mortgage, (ii) declare the same null and void, of no further force and effect, (iii) cancel, terminate and release its entire interest in all of the Trademarks, and (iv) release the Borrower from all covenants, obligations, liabilities and warranties related to the Trademarks under the Security Agreement and Credit Agreement (as such terms are defined in the Trademark Mortgage).

HELLER FINANCIAL, INC., as Agent

By: *Kathleen M. Bird*
Name: Kathleen M. Bird
Title: SVP

**SCHEDULE A TO
RELEASE OF TRADEMARK MORTGAGE**

TRADEMARK	REGISTRATION NUMBER	REGISTRATION DATE
Card Factory	19004455 (Wisconsin)	6/23/93
Card Factory	19500037 (Indiana)	12/21/93
Rewinds	1767451	4/27/93
Memo Stack	2009146	10/15/96
Super Roll	2113189	11/11/97
Paper Galore	1451490	8/4/87
The Paper Factory	1517587	12/20/88
Great Party	1766370	4/20/93
Greetings 'N' More	1755915	3/2/93
Greetings 'N' More For Less!	1784615	7/27/93