

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

SECURITY INTEREST

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Norwood Promotional Products, Inc.		08/16/2004	CORPORATION: DELAWARE
Norwood Operating Company, LLC		08/16/2004	Limited Liability Company: DELAWARE
Renaissance Publishing Company, LLC		08/16/2004	Limited Liability Company: INDIANA
Advertising Unlimited, LLC		08/16/2004	Limited Liability Company: MINNESOTA
The McCleery-Cumming Company, LLC		08/16/2004	Limited Liability Company: IOWA

## RECEIVING PARTY DATA

Name:	Bank of America, N.A., as Agent
Street Address:	One South Wacker Drive
Internal Address:	Suite 3400
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60606
Entity Type:	national banking association:

## PROPERTY NUMBERS Total: 31

Property Type	Number	Word Mark
Registration Number:	2240955	ADVERTISING UNLIMITED
Registration Number:	2208965	WASHBURN LABORATORIES
Registration Number:	1209674	THE TRIUMPH LINE
Registration Number:	2098870	RITEPOINT
Registration Number:	2333457	ADVERTISING UNLIMITED
Registration Number:	2198368	A W
Registration Number:	1522588	STYLE-RITE
Registration Number:	1441604	DESIGNER LINE

TRADEMARK

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REEL: 002984 FRAME: 0505

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Registration Number:	1574781	THE ACTION LINE
Registration Number:	1975196	GOLFERS 911
Registration Number:	1003874	AIR TEX
Registration Number:	1502777	BARLOW
Registration Number:	2036881	BTS
Registration Number:	2423824	LOGO-DOME
Registration Number:	2538411	WHEN IMAGE IS EVERYTHING
Registration Number:	1465391	SUPRA
Registration Number:	2047162	TRI-AD PLUS
Registration Number:	2006473	AUI
Registration Number:	1754165	PILLOWLINE
Registration Number:	1987179	SENTRY PACK
Registration Number:	2028873	STYLE-RITE
Registration Number:	1489383	KOOZIE KUP
Serial Number:	76473222	ECON-O-LINE
Registration Number:	2505415	HEMISPHERE
Serial Number:	76514525	NORWOOD
Serial Number:	76573657	KOOZIE
Serial Number:	76533406	SENTRY SAFETY
Serial Number:	76533403	SENTRY SAFETY
Serial Number:	76543819	SYMPHONY DIARIES
Serial Number:	76543600	GOOD VALUE CALENDARS
Serial Number:	76425997	MOOD METERS

#### CORRESPONDENCE DATA

Fax Number: (312)863-7806  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 312.863.7198  
 Email: nancy.brougher@goldbergkohn.com  
 Correspondent Name: Nancy Brougher  
 Address Line 1: 55 East Monroe Street  
 Address Line 2: Suite 3700  
 Address Line 4: Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:	2759.152
NAME OF SUBMITTER:	Nancy Brougher

Total Attachments: 10

**TRADEMARK**  
**REEL: 002984 FRAME: 0506**

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## GRANT OF SECURITY INTEREST IN TRADEMARKS

**GRANT OF SECURITY INTEREST IN TRADEMARKS**, dated as of August 16, 2004, from **NORWOOD PROMOTIONAL PRODUCTS, INC.**, a Delaware corporation ("**NPPI**"), and each of the direct and indirect subsidiaries of NPPI listed on the signature pages hereto (collectively the "**Grantors**"), to **BANK OF AMERICA, N.A.**, as a Lender and Agent for the Lenders or other financial institutions party to that certain Loan and Security Agreement ("**Loan Agreement**") of even date herewith, as amended from time to time (the "**Grantee**"). Capitalized terms used herein without definition shall have the meanings ascribed to such terms in the Loan Agreement.

WHEREAS, Grantors are the owners of all right, title and interest, and all goodwill associated therewith, in, to and under the trademarks, service marks, trademark and service registrations, applications to register trademarks and service marks, and common law rights therein, set forth on Schedule A attached hereto (the "**Marks**");

WHEREAS, Grantee desires to acquire a security interest in, and lien on, all of Grantors' right, title and interest in, to and under the Marks; and

WHEREAS, Grantors are willing to grant to Grantee a security interest in and lien upon the Marks.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, and subject to the terms and conditions of the Loan Agreement, Grantors hereby grant to Grantee a first security interest in, and a lien upon, all of Grantors' right, title and interest in, to and under the Marks, including, without limitation, all renewals of trademark and service mark registrations, all rights corresponding thereto throughout the world, the right to recover for all past, present and future infringements, misappropriation or dilution thereof, all other rights of any kind whatsoever accruing thereunder or pertaining thereto, together, in each case, with the product lines and goodwill of the business connected with the use of, and symbolized by, each such trademark and service mark.

This Grant of Security Interest in Trademarks is made to secure the satisfactory performance and payment of the Obligations of the Grantors and shall be effective as of the date of the Loan Agreement.

This Grant of Security Interest in Trademarks has been granted in conjunction with the security interest granted to Grantee under the Loan Agreement. The rights and remedies of the Grantee with respect to the security interest granted herein are without prejudice to, and are in addition to those set forth in the Loan Agreement, all terms and provisions of which are incorporated herein by reference. If any provisions of this Grant of Security Interest in Trademarks are deemed to conflict with the Loan Agreement, the provisions of the Loan Agreement shall govern.

*[signature page follows]*

IN WITNESS WHEREOF, the undersigned have caused this Grant of Security Interest in Trademarks to be duly executed and delivered as of the day and year first above written.

**GRANTORS:**

**NORWOOD PROMOTIONAL PRODUCTS, INC.  
NORWOOD OPERATING COMPANY, LLC  
RENAISSANCE PUBLISHING COMPANY, LLC  
ADVERTISING UNLIMITED, LLC  
THE MCCLEERY-CUMMING COMPANY, LLC**

By: 

Name: Thomas B. Roller

Title: President

**SCHEDULE A**

**TRADEMARK REGISTRATIONS**

**TRADEMARK APPLICATIONS**

Norwood Operating Company	<b>ADVERTISING UNLIMITED</b>	2240955	75095280
Norwood Operating Company	<b>WASHBURN LABORATORIES</b>	2208965	75386453
Norwood Operating Company	<b>THE TRIUMPH LINE</b>	1209674	73286492
Norwood Operating Company	<b>RITEPOINT</b>	2098870	75083554
Norwood Operating Company	<b>ADVERTISING UNLIMITED</b>	2333457	75095231
Norwood Operating Company	<b>A W &amp; DESIGN</b>	2198368	75367113
Norwood Operating Company	<b>STYLE- RITE</b>	1522588	73701558
Norwood Operating Company	<b>DESIGNER LINE</b>	1441604	73625707
Norwood Operating Company	<b>THE ACTION LINE</b>	1574781	73671656

Norwood Operating Company	<b>GOLFERS 911</b>	1975196	74455800
Norwood Operating Company	<b>AIR TEX</b>	1003874	72379914
Norwood Operating Company	<b>BARLOW</b>	1502777	73575443
Norwood Operating Company	<b>BTS</b>	2036881	75039339
Norwood Operating Company	<b>LOGO-DOME</b>	2423824	75546076
Norwood Operating Company	<b>WHEN IMAGE IS EVERYTHING</b>	2538411	78/069234
Norwood Operating Company	<b>SUPRA</b>	1465391	73622359
Norwood Operating Company	<b>TRI-AD-PLUS</b>	2047162	74717854



Norwood Operating Company	<b>AUI</b>	2006473	74342806
Norwood Operating Company	<b>PILLOWLINE</b>	1754165	74280207
Norwood Operating Company	<b>SENTRY PACK &amp; DESIGN</b>	1987179	74712963
Norwood Operating Company	<b>STYLE- RITE</b>	2028873	75056027

Norwood Operating Company	<b>KOOZIE KUP (STYLIZED)</b>	1489383	73/689448
Norwood Operating Company	<b>ECON-O-LINE</b>		76473222
Norwood Operating Company	<b>HEMISPHERE</b>	2505415	75871567
Norwood Operating Company	<b>NORWOOD</b>		76514525
ArtMold Products Corporation - PENDING RECORDATION TO NORWOOD OPERATING COMPANY IN CANADA	<b>ACTION LINE (Canada)</b>	TMA339029	584733
ArtMold Products Corporation - PENDING RECORDATION TO NORWOOD OPERATING COMPANY IN CANADA	<b>THE ACTION LINE (Canada)</b>	TMA342226	588190

Norwood Promotional Products, Inc.	<b>NORWOOD (Madrid Application)</b>	820262	Z1230067
Norwood Promotional Products, Inc.	<b>NORWOOD (Brazil)</b>		826059112
Norwood Promotional Products, Inc.	<b>KOOZIE (Canada)</b>		1217362
Norwood Promotional Products, Inc.	<b>NORWOOD (India)</b>		1249659
Norwood Promotional Products, Inc.	<b>NORWOOD (Mexico)</b>		629661
Norwood Promotional Products, Inc.	<b>NORWOOD (Panama)</b>		131781-01
Norwood Promotional Products, Inc.	<b>NORWOOD (Canada)</b>		1196021
Norwood Promotional Products, Inc.	<b>NORWOOD (Philippines)</b>		4-2003-0010461
Norwood Promotional Products, Inc.	<b>NORWOOD (Taiwan)</b>		92065654
Norwood Promotional Products, Inc.	<b>NORWOOD (Australia)</b>		820262

Norwood Promotional Products, Inc.	<b>KOOZIE (Mexico)</b>		0110077
Norwood Operating Company	<b>KOOZIE</b>		76573657
Norwood Operating Company	<b>SENTRY SAFETY</b>		76533406
Norwood Operating Company	<b>SENTRY SAFETY</b>		76/533403
Norwood Operating Company	<b>SYMPHONY DIARIES</b>		76543819
Norwood Operating Company	<b>GOOD VALUE</b>		76543600
Norwood Operating Company	<b>MOOD METERS</b>		76425997
Norwood Operating Company	<b>TEE OFF</b>		FEDERAL APPLICATION FILING PENDING (Wisconsin state registration to be filed as federal application for registration 12/01/04)

Norwood Operating Company	<b>CUBE-PAD</b>	FEDERAL APPLICATION FILING PENDING (Former federal trademark registration, lapsed, to be refiled as federal application for registration 12/01/04)
Norwood Operating Company	<b>BALM ARGENTA</b>	FEDERAL APPLICATION FILING PENDING (Montana state registration to be filed as federal application for registration 12/01/04)