

12-20-2004



RECORL 102907033
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):

Fleet Capital Corporation
One South Wacker Drive, Suite 3400
Chicago, Illinois 60606

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

Citizenship (see guidelines) U.S.A.

Execution Date(s) December 16, 2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other Release of Security Interest

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes

No

Name: Hallmark Holdings, Inc.

Internal _____

Address: _____

Street Address: 809 Broad Street

City: Wrens

State: Georgia

Country: U.S.A. Zip: 30833

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship Delaware
- Other _____ 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.

A. Trademark Application No.(s)

n/a

B. Trademark Registration No.(s)

Please see attached Schedule A.

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Please see attached Schedule A.

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

Name: Catherine Ho

Internal Address: _____

Street Address: Vedder, Price
222 N. LaSalle Street, Suite 2400

City: Chicago

State: Illinois Zip: 60601

Phone Number: (312) 609-7817

Fax Number: (312) 609-5005

Email Address: cho@vedderprice.com

6. Total number of applications and registrations involved:

15

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 390.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

Signature

December 17, 2004

Date

Catherine Ho

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

7

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

12/20/2004 670X11 00000113 141498

SCHEDULE A

OWNER	TRADEMARK	STATUS	REGISTRATION NUMBER/DATE
HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	BRILLO	REGISTERED	141,498 26-Apr-2001
HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	BRILLO	REGISTERED	260,501 27-Aug-1989
HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	BRILLO	REGISTERED	371,687 3-Oct-1999
HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	BRILLO and Design	REGISTERED	736,958 4-Sept-1982
HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	BRILLO	REGISTERED	866,593 11-Mar-1989
HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	BRILLO SCRUBBERS	REGISTERED	1,905,017 11-Jul-1995
HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	BRILLO	REGISTERED	1,919,797 19-Sept-1995
HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	OLD DUTCH CLEANSER and Design	REGISTERED	50,697 27-Mar-1986
HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	DUTCH	REGISTERED	1,280,397 5-Jun-1984
HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	DUTCH	REGISTERED	2,176,340 28-Jul-1998
HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	BAB-O	REGISTERED	203,724 22-Sept-1985
HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	KURLY KATE	REGISTERED	1,129,108 15 Jan-2000
HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	TREND	REGISTERED	430,422 10-Jun-1987

HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	TREND	REGISTERED	626,011 24-Apr-1996
HALLMARK HOLDINGS, INC. D/B/A LOREN PRODUCTS	TREND	REGISTERED	1,223,857 18-Jan-1983

RELEASE OF SECURITY INTEREST IN TRADEMARKS

This Release of Security Interest in Trademarks is made as of December 16, 2004 by Fleet Capital Corporation, a Rhode Island corporation, as Agent, with its place of business at One South Wacker Drive, Suite 3400, Chicago, Illinois 60606 (the "Secured Party").

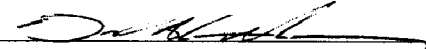
WHEREAS, Hallmark Holdings, Inc., a Delaware corporation, (the "Company") owns the trademarks listed on Schedule A attached hereto ("Listed Trademarks"), which trademarks are registered in the United States Patent and Trademark Office (the "Office"); and

WHEREAS, the Company has granted to the Secured Party a security interest in (i) all of its trademarks and trademark applications, including but not limited to the Listed Trademarks, and the registrations thereof and (ii) associated business goodwill therein, all as described in that certain Trademark and License Security Agreement dated as of January 31, 2003 executed by the Company and previously filed for record in the Office on March 7, 2003 Trademark Reel No. 002791 Frame No. 0430 ("Trademark Agreement"); and

WHEREAS, the Secured Party has at the Company's request agreed to release its security interest in all of the Company's trademarks, including the Listed Trademarks, and the registrations thereof and the associated business goodwill therein;

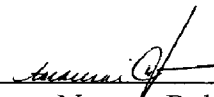
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Secured Party hereby releases its security interest in all of the Company's trademarks and trademark applications, including the Listed Trademarks, and the registrations thereof and the associated business goodwill therein and to any other rights it might have arising out of the Trademark Agreement.

FLEET CAPITAL CORPORATION, as Agent

By: 
Name: David Lehner
Title: Vice President

STATE OF ILLINOIS)
) SS
COUNTY OF COOK)

On this 16th day of December, 2004, before me appeared David Lehner, the person who signed this instrument on behalf of Fleet Capital Corporation, who acknowledged that he signed it as a free act and deed on behalf of Fleet Capital Corporation, with authority to do so.



Notary Public

My Commission Expires: 8/1/06

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