

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bank of America, N.A. , as Agent		07/17/2006	National Banking Association:

RECEIVING PARTY DATA	
Name:	Norwood Promotional Products, Inc.
Street Address:	10 West Market Street, Suite 1400
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46204
Entity Type:	CORPORATION: DELAWARE
Name:	Norwood Operating Company, LLC
Street Address:	10 West Market Street, Suite 1400
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46204
Entity Type:	LIMITED LIABILITY COMPANY:
Name:	Renaissance Publishing Company, LLC
Street Address:	10 West Market Street, Suite 1400
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46204
Entity Type:	LIMITED LIABILITY COMPANY:
Name:	Advertising Unlimited, LLC
Street Address:	10 West Market Street, Suite 1400
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46204

CH \$2065.00 75255801

Entity Type: LIMITED LIABILITY COMPANY:

Name:	The McCleery-Cumming Company, LLC
Street Address:	10 West Market Street, Suite 1400
City:	Indianapolis
State/Country:	INDIANA
Postal Code:	46204
Entity Type:	LIMITED LIABILITY COMPANY:

PROPERTY NUMBERS Total: 82

Property Type	Number	Word Mark
Serial Number:	75255801	
Serial Number:	75721398	FALCO
Serial Number:	75721397	FALCO
Serial Number:	75721395	FALCO
Serial Number:	75783859	FEATHERSTONE
Serial Number:	75095280	ADVERTISING UNLIMITED
Serial Number:	75386453	WASHBURN LABORATORIES
Serial Number:	73286492	THE TRIUMPH LINE
Serial Number:	75095231	ADVERTISING UNLIMITED
Serial Number:	75367113	A W
Serial Number:	73701558	STYLE-RITE
Serial Number:	71556340	SUPERIOR GIFT LINE
Serial Number:	73625707	DESIGNER LINE
Serial Number:	73090034	THAT'S MY BAG
Serial Number:	75716069	A
Serial Number:	75716070	A
Serial Number:	75716071	AIR-TEX
Serial Number:	75716577	AIR-TEX
Serial Number:	72168798	R.O.N.* KIT *REMAIN OVER NITE
Serial Number:	73398051	THE TOPPER
Serial Number:	73671656	THE ACTION LINE
Serial Number:	74455800	GOLFERS 911
Serial Number:	75662173	ALL ACTION ALL YEAR LONG
Serial Number:	72142164	TOTTY BAG

Serial Number:	72255203	B A
Serial Number:	72379914	AIR TEX
Serial Number:	72257972	BARLOW
Serial Number:	73575443	BARLOW
Serial Number:	73804167	SALM
Serial Number:	75039339	BTS
Serial Number:	75628880	TIMESQUARE
Serial Number:	75695986	DURATEC
Serial Number:	75546076	LOGO-DOME
Serial Number:	75872359	MICROTEC
Serial Number:	75324729	SPORTSTAR
Serial Number:	73024388	HUFFER
Serial Number:	73452756	CUT 'N PICKER
Serial Number:	78069234	WHEN IMAGE IS EVERYTHING
Serial Number:	73062600	DASH-CASH
Serial Number:	73733046	CARGO
Serial Number:	73733052	SLIM SET
Serial Number:	74141090	
Serial Number:	73558431	CUBE GRAPHICS
Serial Number:	72227508	KEY
Serial Number:	71509602	DELAGOLD
Serial Number:	73301050	KEY IMPERIAL
Serial Number:	74307636	POLAR KING
Serial Number:	72030841	RED-WHITE-BLUE
Serial Number:	73498895	SADDLE KING
Serial Number:	74017668	SADDLE KING WESTERN
Serial Number:	74673818	SADDLE KING WESTERN BY KEY
Serial Number:	75934987	TECHNO-TOUGH
Serial Number:	71583701	TUF NUT
Serial Number:	71583700	TUF-NUT
Serial Number:	72043860	TUF-NUT
Serial Number:	75473596	WOLF MOUNTAIN
Serial Number:	75473562	WOLF MOUNTAIN BY KEY
Serial Number:	74648631	WOLF MOUNTAIN HUNTINGWEAR BY KEY
Serial Number:	73301051	KEY "IMPERIAL" - ARISTOCRAT OF OVERALLS

Serial Number:	75083554	RITEPOINT
Serial Number:	73488359	ADTREND
Serial Number:	72222417	EMBASSY
Serial Number:	72222420	FINE-RITER
Serial Number:	72296454	MAXIM-AD
Serial Number:	72259966	R
Serial Number:	73622359	SUPRA
Serial Number:	74717854	TRI-AD PLUS
Serial Number:	76514525	NORWOOD
Serial Number:	74342806	AUI
Serial Number:	74280207	PILLOWLINE
Serial Number:	74712963	SENTRY PACK
Serial Number:	75056027	STYLE-RITE
Serial Number:	76573657	KOOZIE
Serial Number:	74726561	MOBILE MUG
Serial Number:	75200817	CYBERLINE
Serial Number:	73689448	KOOZIE KUP
Serial Number:	75871567	HEMISPHERE
Serial Number:	78026840	NOVA
Serial Number:	72222415	BUTTERBALL
Serial Number:	72185267	CHROMATIC
Serial Number:	73155223	B
Serial Number:	74320522	DASHMATE

CORRESPONDENCE DATA

Fax Number: (212)836-6506
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (212) 836-7091
Email: lbernstein@kayescholer.com
Correspondent Name: Lauren M. Bernstein, Esq.
Address Line 1: 425 Park Avenue
Address Line 2: c/o Kaye Scholer LLP
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Johanne Remy
Signature:	/s/ Johanne Remy
Date:	07/24/2006

TRADEMARK

REEL: 003353 FRAME: 0581

Total Attachments: 6

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NOTICE OF RELEASE OF
SECURITY INTEREST IN INTELLECTUAL PROPERTY

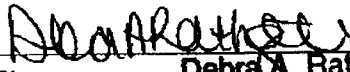
Reference is made to that certain Loan and Security Agreement dated as of August 16, 2004, as amended to date (the "Loan Agreement") among Norwood Promotional Products, Inc. ("NPPI") and certain of the direct and indirect subsidiaries of NPPI (together with NPPI, each individually the "Grantor" and collectively the "Grantors"), Bank of America, N.A. ("Agent") as agent for the lenders party thereto ("Lenders") and the Lenders.

Pursuant to the Loan Agreement, Grantor granted to Agent a security interest in Grantors' right, title, and interest in the trademark applications and registrations listed on Schedule A hereto (the "Intellectual Property").

Agent ("Releasor") hereby re-assigns and releases to Grantor and terminates all right, title and interest that Releasor has in and to the Intellectual Property and all proceeds of the foregoing; and all general intangibles associated with the foregoing, including without limitation, all goodwill associated in any way with such Intellectual Property; the right to sue for past, present and future infringements, and all rights corresponding thereto associated with such Intellectual Property.

This release shall be governed by and construed in accordance with the laws of the State of Illinois without regard to conflicts of law principles.

**BANK OF AMERICA, N.A as Agent and
Releasor**

By: 
Name: **Debra A. Rathberger**
Title: **Senior Vice President**
Dated: July 17 2006

Schedule A

FEDERAL TRADEMARKS, INTERNATIONAL TRADEMARKS AND STATE
REGISTRATIONS

See Attached

Federal Trademarks

RECORD OWNER	TRADEMARK	REGISTRATION NO.	APPLICATION NO.
Advertising Unlimited, Inc	Bandage dispenser design	2542025	75255801
Advertising Unlimited, Inc	FALCO	2379179	75721398
Advertising Unlimited, Inc	FALCO	2389593	75721397
Advertising Unlimited, Inc	FALCO (STYLIZED)	2379178	75721395
Advertising Unlimited, Inc	FEATHERSTONE	2357698	75783859
Advertising Unlimited, Inc.	ADVERTISING UNLIMITED	2240955	75095280
Advertising Unlimited, Inc.	WASHBURN LABORATORIES	2208965	75386453
Advertising Unlimited, Inc.	THE TRIUMPH LINE	1209674	73286492
Advertising Unlimited, Inc.	ADVERTISING UNLIMITED	2333457	75095231
Advertising Unlimited, Inc.	A W & DESIGN	2198368	75367113
Advertising Unlimited, Inc.	STYLE-RITE	1522588	73701558
Advertising Unlimited, Inc.	SUPERIOR GIFT LINE	512591	71556340
AirTex Corporation	DESIGNER LINE	1441604	73625707
Air-Tex Corporation	THAT'S MY BAG	1092806	73090034
Air-Tex Corporation	A & design	2377241	75716069
Air-Tex Corporation	A & design	2332960	75716070
Air-Tex Corporation	AIR-TEX (stylized)	2397352	75716071
Air-Tex Corporation	AIR-TEX (stylized)	2332968	75716577
Artmold Products Corporation	R.O.N. KIT REMAIN OVERNITE & DESIGN	767699	72168798
ArtMold Products Corporation	THE TOPPER (STYLIZED)	1260967	73398051
ArtMold Products Corporation	THE ACTION LINE	1574781	73671656
ArtMold Products Corporation	GOLFERS 911	1975196	74455800
ArtMold Products Corporation	ALL ACTION ALL YEAR LONG	2426189	75662173
BA Acquisition, Inc.	TOTTY BAG (STYLIZED)	747431	72142164
BA Acquisition, Inc.	BA & DESIGN	839622	72255203
BA Acquisition, Inc.	AIR TEX	1003874	72379914
Barlow Promotional Products, Inc.	BARLOW	837694	72257972
Barlow Promotional Products, Inc.	BARLOW	1502777	73575443
Barlow Promotional Products, Inc.	SALM	1641027	73804167
Barlow Promotional Products, Inc.	BTS	2036881	75039339
Barlow Promotional Products, Inc.	TIMESQUARE	2415138	75628880
Duratec Corporation	DURATEC	2407992	75695986
Duratec Corporation	LOGO-DOME	2423824	75546076
Duratec Corporation	MICROTEC	2502968	75872359
Gerber Industries, Ltd.	SPORTSTAR	2226769	75324729
Gerber Industries, Ltd.	HUFFER	1035231	73024388
Janesville Group Limited	CUT 'N PICKER	1340135	73452756
Janesville Group Limited	WHEN IMAGE IS EVERYTHING	2538411	78/069234
Janesville Group Limited	DASH-CASH	1044189	73062600

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RECORD OWNER	TRADEMARK	REGISTRATION NO.	APPLICATION NO.
Janesville Group Ltd.	CARGO	1533953	73733046
Janesville Group Ltd.	SLIM SET	1553492	73733052
Key Industries, Inc.	DESIGN	1727717	74141090
Key Industries, Inc.	CUBE GRAPHICS & DESIGN	1413837	73558431
Key Industries, Inc.	KEY	819933	72227508
Key Industries, Inc.	KEY "IMPERIAL" ARISTOCRAT OF OVERALLS (STYLIZED)	542701	71509602
Key Industries, Inc.	KEY IMPERIAL & DESIGN	1196866	73301050
Key Industries, Inc.	POLAR KING	2082680	74307636
Key Industries, Inc.	RED-WHITE-BLUE & DESIGN	670636	72030841
Key Industries, Inc.	SADDLE KING	1369126	73498895
Key Industries, Inc.	SADDLE KING WESTERN	1615828	74017668
Key Industries, Inc.	SADDLE KING WESTERN BY KEY & DESIGN	1965655	74673818
Key Industries, Inc.	TECHNO-TOUGH	2559881	75934987
Key Industries, Inc.	TUF NUT & DESIGN	536624	71583701
Key Industries, Inc.	TUF NUT (STYLIZED)	536623	71583700
Key Industries, Inc.	TUF-NUT (STYLIZED)	669330	72043860
Key Industries, Inc.	WOLF MOUNTAIN	2255489	75473596
Key Industries, Inc.	WOLF MOUNTAIN BY KEY & DESIGN	2378461	75473562
Key Industries, Inc.	WOLF MOUNTAIN HUNTINGWEAR BY KEY & DESIGN	2089602	74648631
Key Industries, Inc.	KEY "IMPERIAL" - ARISTOCRAT OF OVERALLS & DESIGN	1197997	73301051
Norwood Operating Company	RITEPOINT	2098870	75083554
Norwood Operating Company	ADTREND & DESIGN	1338485	73488359
Norwood Operating Company	EMBASSY	811049	72222417
Norwood Operating Company	FINE-RITER	810610	72222420
Norwood Operating Company	MAXIM-AD	866390	72296454
Norwood Operating Company	R & DESIGN	837152	72259966
Norwood Operating Company	SUPRA	1465391	73622359
Norwood Operating Company	TRI-AD-PLUS	2047162	74717854
Norwood Promotional Products, Inc.	NORWOOD		76514525
Norwood Promotional Products, Inc.	AUI	2006473	74342806
Norwood Promotional Products, Inc.	PILLOWLINE	1754165	74280207
Norwood Promotional Products, Inc.	SENTRY PACK & DESIGN	1987179	74712963

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RECORD OWNER	TRADEMARK	REGISTRATION NO.	APPLICATION NO.
Norwood Promotional Products, Inc.	STYLE- RITE	2028873	75056027
Norwood Promotional Products, Inc.	KOOZIE		76573657
Radio Cap Company	MOBILE MUG (STYLIZED)	1996968	74726561
Radio Cap Company, Inc.	CYBERLINE	2123466	75200817
Radio Cap Company, Inc.	KOOZIE KUP (STYLIZED)	1489383	73/689448
Radio Cap Company, Inc.	HEMISPHERE	2505415	75871567
Radio Cap Corporation	NOVA & DESIGN	2545094	78026840
Souvenir, Inc.	BUTTERBALL	809569	72222415
Souvenir, Inc.	CHROMATIC	783232	72185267
Souvenir, Inc.	B	1175085	73155223
Williams Industries, Inc.	DASHMATE	1857272	74320522

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International Trademarks

RECORD OWNER	TERRITORY	TRADEMARK	REGISTRATION NO.	APPLICATION NO.
Norwood Promotional Products, Inc.	Taiwan	NORWOOD		92065654
Norwood Promotional Products, Inc.	Philippines	NORWOOD		4-2003-0010461
Norwood Promotional Products, Inc.	Panama	NORWOOD		131781-01
Norwood Promotional Products, Inc.	Mexico	NORWOOD		629661
Norwood Promotional Products, Inc.	Mexico	KOOZIE		663597
Norwood Promotional Products, Inc.	Madrid	NORWOOD	820262	Z1230067
Norwood Promotional Products, Inc.	India	NORWOOD		1249659
ArtMold Products Corporation	Canada	ACTION LINE	TMA339029	584733
ArtMold Products Corporation	Canada	THE ACTION LINE	TMA342226	588190
Norwood Promotional Products, Inc.	Canada	KOOZIE		1217362
Norwood Promotional Products, Inc.	Canada	NORWOOD		1196021
Norwood Promotional Products, Inc.	Brazil	NORWOOD		826059112
Norwood Promotional Products, Inc.	Australia	NORWOOD	820262	995652

U.S. State Registrations

RECORD OWNER	STATE	TRADEMARK	REGISTRATION NO.
Barlow Specialty Advertising	Minnesota	SALM	13,622
Advertising Unlimited, Inc.	Montana	BALM ARGENTA	T,003,215
Artmold Products Corporation	Wisconsin	TEE OFF ENTERPRISES	WI3000043997
Janesville Group Limited	Wisconsin	EMPHASIS	WI30000002546

Other Intellectual Property

Licenses to use computer systems, including, without limitation, network infrastructure, workstations and other computer hardware and software used by Borrowers in the ordinary course of business.

Approximately 1,000 licenses to use the artistic works of various artists, photographers and graphic designers used by Borrowers in the ordinary course of business.

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