

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
U.S. Bank National Association	FORMERLY Mercantile Bank National Association	08/16/2006	National Association:

RECEIVING PARTY DATA

Name:	Growing Family, Inc.
Also Known As:	AKA Hasco International, Inc. (formerly)
Street Address:	4203 Earth City Expressway
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63045
Entity Type:	CORPORATION: MISSOURI

PROPERTY NUMBERS Total: 20

Property Type	Number	Word Mark
Registration Number:	2309840	ALL STAR
Registration Number:	2414381	ALL STAR
Registration Number:	1125056	BABIES ARE BEAUTIFUL
Registration Number:	1139614	BABIES ARE BEAUTIFUL
Registration Number:	1368380	BIRTH-A-GRAM
Registration Number:	1958153	FIRST FACTS
Registration Number:	1985455	FIRST FOTO
Registration Number:	1986995	FIRST FOTO
Registration Number:	2130712	FIRST FOTO
Registration Number:	2028344	FIRSTWEAR
Registration Number:	2369628	FOREVER YOURS
Registration Number:	1962091	HOLD ON TO THE MOMENT
Registration Number:	1420617	LOVENOTES FROM FIRST FOTO

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Registration Number:	2302625	NEW MOMS BONUS CLUB
Registration Number:	2366627	PERSONAL FOTO GREETINGS
Registration Number:	2379841	PERSONAL FOTO GREETINGS
Registration Number:	2350668	STARZ
Registration Number:	2350669	STARZ
Registration Number:	2396821	WEBNURSERY
Registration Number:	2581036	WEBNURSERY

CORRESPONDENCE DATA

Fax Number: (312)630-7388
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312-368-4058
Email: thomas.ryan@dlapiper.com
Correspondent Name: Thomas W. Ryan
Address Line 1: P.O. Box 64807
Address Line 2: DLA Piper Rudnick Gray Cary
Address Line 4: Chicago, ILLINOIS 60664-0807

ATTORNEY DOCKET NUMBER:	305792-48
NAME OF SUBMITTER:	Thomas W. Ryan
Signature:	//Thomas W. Ryan//
Date:	08/31/2006

Total Attachments: 2
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RELEASE OF SECURITY AGREEMENT—TRADEMARKS

This RELEASE OF SECURITY AGREEMENT (“Release”) is made as of the 16th day of August, 2006, by U.S. Bank National Association, formerly Mercantile Bank National Association, having a business address at 721 Locust Street, St. Louis, Missouri 63101 (“Secured Party”) in favor of Growing Family, Inc., formerly Hasco International, Inc., a Missouri corporation having a business address at 4203 Earth City Expressway, St. Louis, Missouri 63045 (“Grantor”).

WITNESSETH

WHEREAS, the Secured Party and the Grantor are parties to a certain security agreement of September 25, 1998 wherein Grantor granted the Secured Party a security and collateral interest in and to the U.S. Trademarks identified on Schedule A attached hereto (collectively, the “Trademark”), recorded against each Trademark on September 30, 1998 at Reel 1800 Frame 0284, as re-recorded on March 2, 2004 at Reel 2804 Frame 0416 to correct error in the number for Trademark Registration No. 1,420,167 for the mark LOVENOTES FROM FIRST FOTO;


WHEREAS, the Grantor has satisfied the terms of the September 25, 1998 security agreement and requests a specific release of the security interest recorded against each Trademark; and

WHEREAS, the Secured Party desires to grant to the Grantor a specific release of the security interests recorded against each Trademark.

NOW THEREFORE, for the sum of \$10.00 and other good and valuable consideration previously tendered by the Grantor, the receipt and sufficiency of which are hereby acknowledged, the Secured Party does hereby reassign, relinquish and release forever to Grantor all right, title and interest of any nature whatsoever which the Secured Party holds in each Trademark and associated common law rights and goodwill appurtenant thereto, and further agrees that it shall execute all other documents and do all other acts necessary to relinquish and effect the release of such rights.

IN TESTIMONY WHEREOF, the Secured Party has executed this Release by its proper officers thereunto duly authorized.

**U.S. BANK NATIONAL ASSOCIATION, formerly
Mercantile Bank National Association**

By: 
Name: ALAN R MILSTER
Title: Vice President
Date: 8-16-06

SCHEDULE A

TRADEMARKS

Name	Status	Registration No.	Registration Date
FAMILY SHOWCASE	Registered	TMA 457,327	17-May-1996
FOREVER YOURS	Registered	TMA 482,547	15-Sep-1997
FIRST FOTO & Design 	Registered	TMA 291,424	01-Jun-1984
HELPING NEW MOMS	Registered	TMA 536,367	01-Nov-2000
PREMIERE PHOTO & Design 	Registered	TMA 294,885	07-Sep-1984
PREMIÈRES INFOS	Registered	TMA 496,602	23-Jun-1998
ALL STAR	Registered	2,309,840	18-Jan-2000
ALL STAR	Registered	2,414,381	19-Dec-2000
BABIES ARE BEAUTIFUL	Registered	1,125,056	11-Sep-1979
BABIES ARE BEAUTIFUL	Registered	1,139,614	16-Sep-1980
BIRTH-A-GRAM (Stylized) 	Registered	1,368,380	29-Oct-1985
FIRST FACTS	Registered	1,958,153	20-Feb-1996
FIRST FOTO	Registered Section 2(f)	1,985,455	09-Jul-1996
FIRST FOTO	Registered Section 2(f)	1,986,995	16-Jul-1996
FIRST FOTO	Registered	2,130,712	20-Jan-1998
FIRSTWEAR	Registered	2,028,344	07-Jan-1997
FOREVER YOURS	Registered	2,369,628	25-Jul-2000
HOLD ON TO THE MOMENT	Registered	1,962,091	12-Mar-1996
LOVENOTES FROM FIRST FOTO	Registered	1,420,617	09-Dec-1986
NEW MOMS BONUS CLUB	Registered	2,302,625	21-Dec-1999
PERSONAL FOTO GREETINGS	Registered	2,366,627	11-Jul-2000
PERSONAL FOTO GREETINGS	Registered	2,379,841	22-Aug-2000
STARZ	Registered	2,350,668	16-May-2000
STARZ	Registered	2,350,669	16-May-2000
WEBNURSERY	Registered	2,396,821	24-Oct-2000
WEBNURSERY	Registered	2,581,036	18-Jun-2002