

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
Merrill Lynch Business Financial Services Inc.		12/13/2006	CORPORATION:

RECEIVING PARTY DATA

Name:	Primos, Inc.
Street Address:	604 First Street
City:	Flora
State/Country:	MISSISSIPPI
Postal Code:	39071
Entity Type:	CORPORATION: MISSISSIPPI

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2781710	TRUTH
Registration Number:	2757289	HOOCHIE
Registration Number:	2415875	HYPER LIP BUGLE
Registration Number:	2219023	HOPE HELPING OUR PLANET'S ECOLOGY
Registration Number:	2221752	LIP
Registration Number:	1950826	THE TRUTH
Registration Number:	1945472	PRIMOS

CORRESPONDENCE DATA

Fax Number: (312)863-7496
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 3128637194
 Email: sonya.szot@goldbergkohn.com
 Correspondent Name: Sonya Szot
 Address Line 1: 55 E. Monroe Street, Suite 3700

OP \$190.00 2781710

Address Line 4: Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER: 4975.094

NAME OF SUBMITTER: Sonya Szot

Signature: /Sonya Szot/

Date: 01/08/2007

Total Attachments: 3
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RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE OF SECURITY INTERESTS IN TRADEMARKS (this "Release") is made as of December 13, 2006 ("Effective Date") by and between Primos, Inc., a Mississippi Corporation ("Grantor"), and Merrill Lynch Business Financial Services Inc., a Delaware corporation with its principal office at 222 N. LaSalle Street, Chicago, Illinois ("Grantee").

WHEREAS, pursuant to the terms and conditions of that certain Trademark and Patent Mortgage by and between Grantor and Grantee dated October 11, 2004 (the "Trademark Security Agreement"), Grantor granted to Grantee a continuing security interest in and to all of Grantor's right, title and interest in and to all of the trademarks, and registrations of and applications to register the foregoing, and all of the trade names and assumed names owned by Grantor (collectively, the "Trademarks"), including, without limitation, the United States trademark registrations and applications set forth on Schedule A attached hereto, together with the goodwill associated therewith; and

WHEREAS, Grantor and Grantee entered into the Trademark Security Agreement pursuant to the terms and conditions of that certain WCMA Reducing Revolver Loan and Security Agreement No. 535-07M14 by and between Grantor and Grantee dated October 11, 2004 (the "Security Agreement").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantee hereby terminates the Trademark Security Agreement, and hereby terminates, cancels and releases any and all security interests it has against the Trademarks.

Grantee represents and warrants that it has the full power and authority to execute this Release.

Grantee shall, at the cost of Grantor, execute and deliver all such further instruments, documents and release forms reasonably requested by Grantor to more fully and effectively effectuate the purposes of this Release.

* * * * *

IN WITNESS WHEREOF, Grantee has caused this Release to be executed by its duly authorized representative as of the Effective Date.

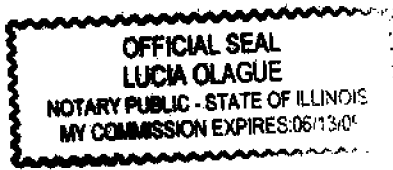
MERRILL LYNCH BUSINESS
FINANCIAL SERVICES INC.

By: [Signature]
Name: MICHAEL SPENCE
Title: AJP

STATE OF ILLINOIS)
) SS
COUNTY OF COOK)

On this 14th day of Dec., there appeared before me Michael Spence, personally known to me, who acknowledged that he signed the foregoing Release as his voluntary act and deed on behalf and with full authority of Merrill Lynch Business Financial Services, Inc

[Signature: Lucia Olague]
Notary Public



SCHEDULE A

U.S. TRADEMARK REGISTRATIONS and APPLICATIONS

<u>Trademark No.</u>	<u>Registration Date</u>	<u>Mark</u>
2781710	11/11/03	TRUTH
2757289	08/26/03	HOOCHIE
2415875	12/26/00	HYPER LIP BUGLE
2219032	01/19/99	PRINCIPAL REGISTER
2221752	02/02/99	LIP
1950826	01/23/96	THE TRUTH
1945472	01/02/96	PRIMOS

Exhibit A