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06-12-2007



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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):

Comerica Bank, Successor Administrative and Collateral Agent

- Individual(s)
- General Partnership
- Corporation- State: Michigan
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Valassis Communications, Inc.

Internal \_\_\_\_\_

Address: \_\_\_\_\_

Street Address: 19975 Victor Parkway

City: Livonia

State: Michigan

Country: United States Zip: 48152

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)

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) 6/5/07

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

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,747,781; 1,321,205; 1,716,341; 1,046,817

Additional sheet(s) attached?  Yes  No

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

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

Name: Tracey D. Bennett

Internal Address: Paul, Hastings, Janofsky & Walker LLP

Street Address: 75 East 55th Street

City: New York

State: NY Zip: 10022

Phone Number: 212-318-6535

Fax Number: 212-230-7735

Email Address: traceybennett@paulhastings.com

6. Total number of applications and registrations involved:

4

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 115.00

- 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:

Tracey D. Bennett  
Signature

6/11/07  
Date

06/12/2007 DBYRNE 00000080 1747781 Tracey D. Bennett

Total number of pages including cover sheet, attachments, and document: 4

Name of Person Signing

Documents recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

01 FC:8521  
02 FC:8522

Release of Security Interest

Comerica Bank, Successor Administrative and Collateral Agent, ("Comerica" or "Assignee"), a Michigan Corporation, with a place of business at 500 Woodward, Detroit Michigan, 48226, for good and valuable consideration, does hereby discharge and release all security interests in the Trademarks and Patents identified in the attached Schedules A and B, and incorporated in this Release by reference, as previously granted to Comerica by Valassis Communications, Inc. ("Assignor"), a Delaware Corporation, with a place of business at 19975 Victor Parkway, Livonia, Michigan, 48152, which security interests were recorded on the dates and at the reel and frame numbers which appear in the attached Schedules A and B, to which reference may be had, the debts and obligations secured thereby having been paid and satisfied in full.

Now, therefore, for good and valuable consideration, provided to Assignee by Assignor, Assignee, by these presents, does release Assignor from Assignee's security interest in the entire right, title and interest in and to the Trademarks and Patents.

Executed this 5<sup>th</sup> day of June 2007, at Comerica Bank.

By: Heather Whiting  
Name: Heather Whiting  
Title: Vice President  
Comerica Bank, Successor Administrative and Collateral Agent.

**Schedule A**

**Trademarks**

<b><u>Mark</u></b>	<b><u>Registration No.</u></b>	<b><u>Date of Security Interest Recordal</u></b>	<b><u>Reel/Frame No.</u></b>
NEWSPAC	1,747,781	5/20/1994	1153/0455
PROMOTION WATCH	1,321,205	5/20/1994	1153/0455
<b>PROMOTION WATCH</b>	1,716,341	5/20/1194	1153/0455
IMPACT	1,046,817	5/20/1994	1153/0455

**Schedule B**

**Patents**

<b>Patent No.</b>	<b>Title</b>	<b><u>Date of Security Interest Recordal</u></b>	<b><u>Reel/Frame No.</u></b>
5,197,599	Sample Packet Adapted for Insertion Into a Newspaper	1/18/1994	006949/0808
5,105,941	Sample Packet Newspaper Insert	1/18/1994	006949/0808
4,601,490	Multi-Coupon Sweepstakes Promotion Vehicle	1/18/1994	006949/0808

ORC 408497-1.039667.0107