

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
PNC Bank, National Association, as Administrative Agent		08/01/2007	national association:

RECEIVING PARTY DATA

Name:	EK Success Ltd.
Street Address:	261 River Road
City:	Clifton
State/Country:	NEW JERSEY
Postal Code:	07014
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 155

Property Type	Number	Word Mark
Registration Number:	2832876	3D-DOTS
Registration Number:	2837112	4 TIMES
Registration Number:	2538575	A CHILD'S BEST FIRST MARKER
Registration Number:	2559341	ABC TRACERS
Registration Number:	2476695	ANGEL GIRL
Registration Number:	2972206	ARCHITEXTURE
Registration Number:	1856731	ART WORX
Registration Number:	2828447	BEADORABLES
Registration Number:	2646796	BLADE RUNNER
Registration Number:	2258078	BORDER BUDDY
Registration Number:	2602765	BRUSH20
Registration Number:	2805644	BUTTON UPS
Registration Number:	2803454	CHALKLETS
Registration Number:	2670494	CIRCLE SCISSOR

OP \$3890.00 2832876

Registration Number:	2972221	COLOR BEE
Registration Number:	1907852	COLOR KINGDOM
Registration Number:	1939859	COLOR KINGDOM
Registration Number:	2434379	COLOR LAYERING SYSTEM
Registration Number:	2474269	COLOR TWIN
Registration Number:	2678894	COLORBRUSH TWIN
Registration Number:	2938710	COLORISER
Registration Number:	2828446	CORNERADORNER
Registration Number:	2586588	CORNERCOPIA
Registration Number:	1553717	CRAYON FACTORY
Registration Number:	1990124	CRAYON FACTORY
Registration Number:	2460159	CREATE & CARRY
Registration Number:	2523508	CUT-OFFS
Registration Number:	2744322	CUTTER BEE
Registration Number:	2900277	CUTTERPEDE
Registration Number:	2499839	
Registration Number:	2694430	
Registration Number:	2483317	DEVIL GIRL
Registration Number:	2427583	DISCO GIRL
Registration Number:	2763212	DIVA GIRL
Registration Number:	2560256	DOTTA-RIFFIC
Registration Number:	3009192	DOTTO
Registration Number:	2837084	EKSTREME EDGES
Registration Number:	3002444	EMBOSSIVES
Registration Number:	2618870	EMPRESSOR
Registration Number:	2977900	EMPUNCLAR
Registration Number:	3007695	FASTENATER
Registration Number:	2805645	FRESH TAGS
Registration Number:	2501046	FUNKERRIFIC
Registration Number:	2523111	FUNKY GIRLZ
Registration Number:	2420104	GLITTER GIRL
Registration Number:	1911348	HEARTS & CRAFTS
Registration Number:	2451956	HIPPIE GIRL
Registration Number:	2971905	HONEY BEE
Registration Number:	2618950	IMAGE TREE

TRADEMARK

REEL: 003596 FRAME: 0946

Registration Number:	1638324	INKWORX
Registration Number:	2967940	INSCRIBLIO
Registration Number:	3013605	INSPIRABLES
Registration Number:	2394359	JEL-POP
Registration Number:	2977071	JOLEE'S
Registration Number:	2583791	JOLEE'S BOUTIQUE
Registration Number:	2897772	JOLEE'S BY YOU
Registration Number:	2714445	KALEIDOPUNCH
Registration Number:	2496272	LETERRIFIC
Registration Number:	2743994	LINK 2 LINK
Registration Number:	2551170	MAD MRX
Registration Number:	2701225	MAKE-A-MAT
Registration Number:	2101969	MAPLE LANE PRESS
Registration Number:	2707603	MEMORY WHEEL
Registration Number:	2567180	MOOVUE
Registration Number:	2919459	MOVERS & SHAKERS
Registration Number:	2897747	NOSTALGIQUES
Registration Number:	2451644	OPEN HOUSE
Registration Number:	2447125	OVER-ALLS
Registration Number:	2716369	PAPER SEEDS
Registration Number:	2397552	PAPER SHAPERS
Registration Number:	2530358	PAPERKINS
Registration Number:	2449989	PHOTO TWIN
Registration Number:	2805648	PHRASE CAFE
Registration Number:	2669906	PICTURE HOUND
Registration Number:	2456223	PICTURE PEN
Registration Number:	2331858	PICTURE SIX
Registration Number:	2420077	PLAN-A-PAGE
Registration Number:	2737992	PLUSHKINS
Registration Number:	2541555	POCKET-FULL OF DIE-CUTS
Registration Number:	2750800	POP-A-PART
Registration Number:	2960609	PRECIOUS FINDS
Registration Number:	2461690	PUNCHKINS
Registration Number:	2664075	PUNCHKINS
Registration Number:	3029864	QUEEN BEE

Registration Number:	2326018	READY TO MAKE
Registration Number:	2541742	READY TO MAKE
Registration Number:	2596343	REALLY BIG STICKERS
Registration Number:	2480892	SCRAP IN A SNAP
Registration Number:	2568433	SCRAPAGANZA
Registration Number:	2733542	SCRAPBOOK DESIGN UNIVERSITY
Registration Number:	2501045	SCRAPERRIFIC
Registration Number:	2594730	SCROLLIES
Registration Number:	2931437	SCUTTO
Registration Number:	2960395	SDU
Registration Number:	2977498	SDU
Registration Number:	2977497	SDU
Registration Number:	2741713	SDU SCRAPBOOK DESIGN UNIVERSITY
Registration Number:	2946556	SDU SCRAPBOOK DESIGN UNIVERSITY
Registration Number:	2960393	SDU SCRAPBOOK DESIGN UNIVERSITY
Registration Number:	2972008	SDU SCRAPBOOK DESIGN UNIVERSITY
Registration Number:	2780480	SDU
Registration Number:	2843700	SEW WHATS?
Registration Number:	2480626	SIMPLE STEPS
Registration Number:	2458073	STAMP & LITE
Registration Number:	2458074	STAMP & ROLL
Registration Number:	2626395	STAMP-A-MA-JIG
Registration Number:	2618941	STICKER MINIS
Registration Number:	2530769	STICKERKINS
Registration Number:	2929241	STICKERSAURUS
Registration Number:	2431607	STICKO
Registration Number:	2410902	STICKOPOTAMUS
Registration Number:	3018363	STICKO STYLE
Registration Number:	2848977	STUFFED UPS
Registration Number:	2854809	TAG TYPES
Registration Number:	3042298	THE WRITE STICKERS
Registration Number:	2971700	TILE'S PLAY
Registration Number:	2541764	TRACERKINS
Registration Number:	2949210	TURN STYLES
Registration Number:	2846007	TWEEZER BEE

Registration Number:	2863430	VELLUM FRIENDLY
Registration Number:	2993433	VELLUM WRITER
Registration Number:	2679171	WATERCOLOR SYSTEM
Registration Number:	2539032	WE PUT CREATIVE IDEAS TO WORK
Registration Number:	2698598	WHALE OF A PUNCH
Registration Number:	2707741	XXL STICKERS
Registration Number:	2897720	ZIGNS
Serial Number:	78774137	A DAY AT THE BEACH
Serial Number:	78581843	A TOUCH OF JOLEE'S
Serial Number:	78712227	BECAUSE YOU CARE
Serial Number:	78714686	BOOKWORKS
Serial Number:	78540506	PENQUEST
Serial Number:	78773915	CURVY CUTTER
Serial Number:	76406362	CUTTERFLY
Serial Number:	78769817	CUTTERFLY
Serial Number:	78714729	EK SUCCESS
Serial Number:	76587741	FABRIC BEE
Serial Number:	76572734	FAMILY TRADITIONS
Serial Number:	76193323	GLTZGRL85
Serial Number:	78714862	I DO
Serial Number:	78714958	I DO
Serial Number:	78721631	MAPLE LANE
Serial Number:	78721655	MAPLE LANE
Serial Number:	78721705	MAPLE LANE
Serial Number:	78721723	MAPLE LANE
Serial Number:	78763211	MERRY GLO ROUND
Serial Number:	76610163	METHODS
Serial Number:	76607367	MINIPEDE
Serial Number:	78599167	PEP RALLY
Serial Number:	76564047	PHOTO SIGNATURE
Serial Number:	76605920	SCRAPBOOK DESIGN & YOU
Serial Number:	76610162	SELECTIVES
Serial Number:	76582332	THEORY TECHNIQUE FOUNDATION SUCCESS
Serial Number:	76461281	TINY GIANTS
Serial Number:	78647253	TITLE WAVES

Serial Number:

76610009

TRUE FAITH

CORRESPONDENCE DATA

Fax Number: (312)993-9767

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 312-993-2698

Email: magdalini.rizakos@lw.com

Correspondent Name: Magdalini Rizakos c/o Latham & Watkins

Address Line 1: 233 S. Wacker Drive, Suite 5800

Address Line 4: Chicago, ILLINOIS 60606-6401

NAME OF SUBMITTER:

Magdalini Rizakos

Signature:

/mr/

Date:

08/08/2007

Total Attachments: 9

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RELEASE OF SECURITY INTEREST IN TRADEMARKS (SECOND LIEN)

THIS RELEASE OF SECURITY INTEREST IN TRADEMARKS (SECOND LIEN) (this "Release") is made as of August 1, 2007 ("Effective Date") by and between PNC Bank, National Association, with its principal office at Firstside Center, 4th Floor, 500 First Avenue, Pittsburgh, PA 15219, as administrative agent (together with its successor(s) thereto in such capacity, for each of the Secured Parties (as defined in the Security Agreement), "Grantee"), and EK Success Ltd., a New York Corporation, with its principal office at 261 River Road, Clifton NJ 07014 ("Company").

WHEREAS, pursuant to the terms and conditions of that certain Trademark Security Agreement (Second Lien) by and between Company and Grantee dated February 17, 2006 (the "Trademark Security Agreement"), Company granted to Grantee a continuing security interest in and to the Trademark Collateral (as defined in the Trademark Security Agreement), including, without limitation, the United States trademark registrations and applications set forth on Schedule A attached hereto;

WHEREAS, Company and Grantee entered into the Trademark Security Agreement pursuant to the terms and conditions of that certain Pledge and Security Agreement (Second Lien) executed and delivered by Company and dated February 17, 2006 (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Security Agreement");

WHEREAS, Company has delivered and executed the Security Agreement in connection with that certain Credit and Guaranty Agreement (Second Lien), dated as of February 17, 2006 (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Credit Agreement"), among the Borrower (as defined therein), Holdings (as defined therein), the various financial institutions and other Persons (as defined therein) from time to time parties thereto (each a "Lender"), and the Grantee;

WHEREAS, the Trademark Security Agreement was recorded with the United States Patent and Trademark Office ("PTO") on February 22, 2006, at Reel 3251, Frame 0607; and

WHEREAS, Company has paid all of its outstanding indebtedness to Grantee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantee hereby terminates the Trademark Security Agreement, the Security Agreement, and the Credit Agreement and hereby terminates, cancels and releases any and all security interests it has against the Trademark Collateral (as defined in the Trademark Security Agreement).

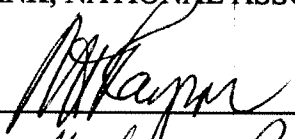
Grantee represents and warrants that: (i) it has the full power and authority to execute this Release; (ii) it has not assigned, transferred, restricted or otherwise encumbered any security interest it has against the Trademark Collateral; and (iii) it has not recorded or otherwise evidenced its security interest with respect to any Trademark Collateral, other than the Trademark Collateral set forth on Schedule A (attached hereto), in any jurisdiction throughout the world.

Grantee shall, at Company's expense, take all further actions, and provide to Company, its successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), requested by Company 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.

PNC BANK, NATIONAL ASSOCIATION, as Administrative Agent





Name: Michael T. Raynor
Title: SVP

SCHEDULE A




Registered Trademarks

Country	Trademark	Registration No.	Registration Date
USA	3-D DOTS	2,832,876	4/13/2004
USA	4 TIMES	2,837,112	4/27/2004
USA	A CHILD'S BEST FIRST MARKER	2,538,575	2/12/2002
USA	ABC TRACERS	2,559,341	4/9/2002
USA	ANGEL GIRL	2,476,695	8/7/2001
USA	ARCHITEXTURE	2,972,206	7/19/2005
USA	ART WORX	1,856,731	10/4/1994
USA	BEADORABLES	2,828,447	3/30/2004
USA	BLADE RUNNER	2,646,796	11/5/2002
USA	BORDER BUDDY	2,258,078	6/29/1999
USA	Brush 20 BRUSH20	2,602,765	7/30/02
USA	BUTTON UPS	2,805,644	1/13/2004
USA	CHALKLETS	2,803,454	1/6/2004
USA	CIRCLE SCISSOR	2,670,494	12/31/2002
USA	COLOR BEE	2,972,221	7/19/2005
USA	COLOR KINGDOM	1,907,852	7/25/1995
USA	COLOR KINGDOM	1,939,859	12/5/1995
USA	COLOR LAYERING SYSTEM	2,434,379	3/6/2001
USA	COLOR TWIN	2,474,269	7/31/2001
USA	COLORBRUSH TWIN	2,678,894	1/21/2003
USA	COLORISER	2,938,710	4/5/2005
USA	CORNERADORNER	2,828,446	3/30/2004
USA	CORNERCOPIA	2,586,588	6/25/2002
USA	CRAYON FACTORY	1,553,717	8/29/1989
USA	CRAYON FACTORY	1,990,124	7/30/1996
USA	CREATE & CARRY	2,460,159	6/12/2001
USA	CUT-OFFS	2,523,508	12/25/2001
USA	CUTTER BEE	2,744,322	7/29/2003
USA	CUTTERPEDE	2,900,277	11/2/2004

USA	Design 	2,499,839	10/23/01
USA	Design 	2,694,430	3/11/03
USA	DEVIL GIRL	2,483,317	8/28/2001
USA	DISCO GIRL	2,427,583	2/6/2001
USA	DIVA GIRL	2,763,212	9/16/2003
USA	DOTTA-RIFFIC	2,560,256	4/9/2002
USA	DOTTO	3,009,192	10/25/2005
USA	EKSTREME EDGES	2,837,084	4/27/2004
USA	EMBOSSIVES	3,002,444	9/27/2005
USA	EMPRESSOR	2,618,870	9/10/2002
USA	EMPUNCLAR	2,977,900	7/26/2005
USA	FASTENATER	3,007,695	10/18/2005
USA	FRESH TAGS	2,805,645	1/13/2004
USA	FUNKERRIFIC	2,501,046	10/23/2001
USA	FUNKY GIRLZ	2,523,111	12/25/2001
USA	GLITTER GIRL	2,420,104	1/9/2001
USA	HEARTS & CRAFTS	1,911,348	8/15/1995
USA	HIPPIE GIRL	2,451,956	5/15/2001
USA	HONEY BEE	2,971,905	7/19/2005
USA	IMAGE TREE	2,618,950	9/10/2002
USA	ink work INKWORX	1,638,324	3/19/91
USA	INSCRIBLIO	2,967,940	7/12/2005
USA	INSPIRABLES	3,013,605	11/8/2005
USA	JEL-POP	2,394,359	10/10/2000
USA	JOLEE'S	2,977,071	7/26/2005
USA	JOLEE'S BOUTIQUE	2,583,791	6/18/2002
USA	JOLEE'S BY YOU	2,897,772	10/26/2004
USA	KALEIDOPUNCH	2,714,445	5/6/2003
USA	LETTERRIFIC	2,496,272	10/9/2001
USA	LINK 2 LINK	2,743,994	7/29/2003
USA	MAD MRX	2,551,170	3/19/2002
USA	MAKE-A-MAT	2,701,225	3/25/2003
USA	MAPLE LANE PRESS	2,101,969	9/30/1997

USA	MEMORY WHEEL	2,707,603	4/15/2003
USA	MOOVUE	2,567,180	5/7/2002
USA	MOVERS & SHAKERS	2,919,459	1/18/2005
USA	NOSTALGIQUES	2,897,747	10/26/2004
USA	OPEN HOUSE	2,451,644	5/15/2001
USA	OVER-ALLS	2,447,125	4/24/2001
USA	PAPER SEEDS	2,716,369	5/13/2003
USA	PAPER SHAPERS	2,397,552	10/24/2000
USA	PAPERKINS	2,530,358	1/15/2002
USA	PHOTO TWIN	2,449,989	3/8/2001
USA	PHRASE CAFE	2,805,648	1/13/2004
USA	PICTURE HOUND	2,669,906	12/31/2002
USA	PICTURE PEN	2,456,223	5/29/2001
USA	PICTURE SIX	2,331,858	3/21/2000
USA	PLAN-A-PAGE	2,420,077	1/9/2001
USA	PLUSHKINS	2,737,992	7/15/2003
USA	POCKET-FULL OF DIE-CUTS	2,541,555	2/19/2002
USA	POP-A-PART	2,750,800	8/12/2003
USA	PRECIOUS FINDS	2,960,609	6/7/2005
USA	PUNCHKINS	2,461,690	6/19/2001
USA	PUNCHKINS	2,664,075	12/17/2002
USA	QUEEN BEE	3,029,864	12/13/2005
USA	READY TO MAKE	2,326,018	3/7/2000
USA	READY TO MAKE	2,541,742	2/19/2002
USA	REALLY BIG STICKERS	2,596,343	7/16/2002
USA	SCRAP IN A SNAP	2,480,892	8/21/2001
USA	SCRAPAGANZA	2,568,433	5/7/2002
USA	SCRAPBOOK DESIGN UNIVERSITY	2,733,542	7/1/2003
USA	SCRAPERRIFIC	2,501,045	10/23/2001
USA	SCROLLIES	2,594,730	7/16/2002
USA	SCUTTO	2,931,437	3/8/2005
USA	SDU	2,960,395	6/7/2005
USA	SDU	2,977,498	7/26/2005
USA	SDU	2,977,497	7/26/2005
USA	SDU SCRAPBOOK DESIGN UNIVERSITY	2,741,713	7/29/03



USA	SDU SCRAPBOOK DESIGN UNIVERSITY 	2,946,556	5/3/05
USA	SDU SCRAPBOOK DESIGN UNIVERSITY 	2,960,393	6/7/05
USA	SDU SCRAPBOOK DESIGN UNIVERSITY 	2,972,008	7/19/05
USA	SDU SDU	2,780,480	11/4/03
USA	SEW WHATS?	2,843,700	5/18/2004
USA	SIMPLE STEPS	2,480,626	8/21/2001
USA	STAMP & LITE	2,458,073	6/5/2001
USA	STAMP & ROLL	2,458,074	6/5/2001
USA	STAMP-A-MA-JIG	2,626,395	9/24/2002
USA	STICKER MINIS	2,618,941	9/10/2002
USA	STICKERKINS	2,530,769	1/15/2002
USA	STICKERSAURAS	2,929,241	3/1/2005
USA	STICKO	2,431,607	2/27/2001
USA	STICKOPOTAMUS	2,410,902	12/5/2000
USA	STICKO STYLE	3,018,363	11/22/2005
USA	STUFFED UPS	2,848,977	6/1/2004
USA	TAG TYPES	2,854,809	6/15/2004
USA	THE WRITE STICKERS	3,042,298	1/10/2006
USA	TILE'S PLAY	2,971,700	7/19/2005
USA	TRACERKINS	2,541,764	2/19/2002
USA	TURN STYLES	2,949,210	5/10/2005
USA	TWEEZER BEE	2,846,007	5/25/2004
USA	VELLUM FRIENDLY	2,863,430	7/13/2004
USA	VELLUM WRITER	2,993,433	9/6/2005
USA	WATERCOLOR SYSTEM	2,679,171	1/21/2003
USA	WE PUT CREATIVE IDEAS TO WORK	2,539,032	2/19/2002

USA	WHALE OF A PUNCH	2,698,598	3/18/2003
USA	XXL STICKERS	2,707,741	4/15/2003
USA	ZIGNS	2,897,720	10/26/2004

Pending Trademark Applications

Country	Trademark	Serial No.	Filing Date
USA	A DAY AT THE BEACH	78/774137	12/15/2005
USA	A TOUCH OF JOLEE'S	78/581,843	3/7/2005
USA	BECAUSE YOU CARE	78/712,227	9/13/2005
USA	BOOKWORKS	78/714,686	9/16/2005
USA	COLOR OASIS	78/540,506	8/27/2003
USA	CURVY CUTTER	78/773915	12/15/2005
USA	CUTTERFLY ¹	76/406,362	5/13/2002
USA	CUTTERFLY	78/769817	12/8/2005
USA	EK SUCCESS	78/714,729	9/16/2005
USA	FABRIC BEE	76/587,741	4/21/2004
USA	FAMILY TRADITIONS ²	76/572,734	1/29/2004
USA	GLTZGRL85	76/193,323	1/13/2001
USA	I DO	78/714,862	9/16/2005
USA	I DO	78/714,958	9/16/2005
USA	MAPLE LANE	78/721,631	9/27/2005
USA	MAPLE LANE	78/721,655	9/27/2005

¹ EK Success Ltd. intends to abandon this trademark application.

² An opposition was filed against this trademark application. EK Success Ltd. filed an answer to the opposition on July 28, 2005.

USA	MAPLE LANE	78-721,705	9/27/2005
USA	MAPLE LANE	78-721,723	9/27/2005
USA	MERRY GLO ROUND	78-763,211	11/30/2005
USA	METHODS	76-610,163	9/3/2004
USA	MINIPEDE ³	76-607,367	8/17/2004
USA	PEP RALLY	78-599,167	3/31/2005
USA	PHOTO SIGNATURE ⁴	76-564,047	12/8/2003
USA	SCRAPBOOK DESIGN & YOU	76-605,920	8/6/2004
USA	SELECTIVES	76-610,162	9/3/2004
USA	THEORY TECHNIQUE FOUNDATION SUCCESS	76-582,332	3/22/2004
USA	TINY GIANTS	76-461,281	10/24/2002
USA	TITLE WAVES	78-647,253	6/9/2005
USA	TRUE FAITH	76-610,009	9/3/2004

Trademark Applications in Preparation

None.

³ EK Success Ltd. intends to abandon this trademark application.

⁴ EK Success Ltd. received notice on February 24, 2005 that this application had been suspended.