

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Comerica Bank		06/05/2007	CORPORATION: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Valassis Communications, Inc.		
<b>Street Address:</b>	19975 Victor Parkway		
<b>City:</b>	Livonia		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48152		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1716341	PROMOTION WATCH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(949)851-9348		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	949 757 7148		
<b>Email:</b>	ocipdocketing@mwe.com		
<b>Correspondent Name:</b>	Farah P. Bhatti, Esq.		
<b>Address Line 1:</b>	18191 Von Karman Ave., Suite 500		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92612		
<b>ATTORNEY DOCKET NUMBER:</b>	039667-0010.		
<b>NAME OF SUBMITTER:</b>	Farah P. Bhatti		
<b>Signature:</b>	/farah p. bhatti/		
<b>Date:</b>	09/05/2007		

CH \$40.00 1716341

Total Attachments: 3

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Sample

**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

<u>Mark</u>	<u>Registration No.</u>	<u>Date of Security Interest Recordal</u>	<u>Reel/Frame No.</u>
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

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