

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Grant of Trademark Security Interest (Second Lien)		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Perfect Promotional Products, LLC		07/18/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Seidler North, L.P.		
Street Address:	515 South Figueroa Street, Suite 1100		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90071		
Entity Type:	LIMITED PARTNERSHIP:		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2156468	PERFECT LINE	
Registration Number:	2144411	PERFECT XPRESS	
Registration Number:	1704246	INSTA-LAM	
Registration Number:	2110882	THIRST QUENCHERS	
Registration Number:	3066451	POLYFRESH	
Registration Number:	3270149	POLYFRESH-LITE	
CORRESPONDENCE DATA			
Fax Number:	(213)430-6407		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	gdurham@omm.com		
Correspondent Name:	Gina M. Durham, Esq.		
Address Line 1:	400 South Hope Street		
Address Line 2:	O'Melveny & Myers LLP		
Address Line 4:	Los Angeles, CALIFORNIA 90071		

CH \$165.00 2156468

ATTORNEY DOCKET NUMBER:	CM# 532,443-001
NAME OF SUBMITTER:	Gina M. Durham
Signature:	/Gina M. Durham/
Date:	07/25/2008
Total Attachments: 4 source=(T-Grant)(Perfect)#page1.tif source=(T-Grant)(Perfect)#page2.tif source=(T-Grant)(Perfect)#page3.tif source=(T-Grant)(Perfect)#page4.tif	

GRANT OF TRADEMARK SECURITY INTEREST

WHEREAS, PERFECT PROMOTIONAL PRODUCTS, LLC, a Delaware limited liability company ("**Grantor**"), owns and uses in its business, and will in the future adopt and so use, various intangible assets, including the Trademark Collateral (as defined below); and

WHEREAS, Grantor, Magnet, LLC, a Missouri limited liability company ("**Magnet**") and Benchmark Industries, LLC, a Delaware limited liability company ("**Benchmark**," and together with Grantor and Magnet, collectively "**Companies**"), have issued a promissory note, dated as of July 18, 2008 (said promissory note as it may heretofore have been and as it may hereafter be amended, supplemented, restated or otherwise modified from time to time, being the "**Note**") to Seidler North, L.P. (together with its successors, transferees and assigns, "**Secured Party**"); and

WHEREAS, pursuant to the terms of a Security Agreement dated as of July 18, 2008 (as amended, supplemented or otherwise modified from time to time, the "**Security Agreement**"), among Grantor, the other grantors party thereto and Secured Party, Grantor has created in favor of Secured Party a security interest in, and Secured Party has become a secured creditor with respect to, the Trademark Collateral;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, subject to the terms and conditions of the Security Agreement, to evidence further the security interest granted by Grantor to Secured Party pursuant to the Security Agreement, Grantor hereby grants, as of July 18, 2008, to Secured Party a security interest in all of Grantor's right, title and interest in and to the following, in each case whether now or hereafter existing or in which Grantor now has or hereafter acquires an interest and wherever the same may be located (the "**Trademark Collateral**");

(v) all rights, title and interest (including rights acquired pursuant to a license or otherwise) in and to all trademarks, service marks, designs, logos, indicia, tradenames, trade dress, corporate names, company names, business names, fictitious business names, trade styles and/or other source and/or business identifiers and applications pertaining thereto, owned by Grantor, or hereafter adopted and used, in its business (including, without limitation, the trademarks set forth on Schedule A annexed hereto) (collectively, the "**Trademarks**"), all registrations that have been or may hereafter be issued or applied for thereon in the United States and any state thereof and in foreign countries (including, without limitation, the registrations and applications set forth on Schedule A annexed hereto), all common law and other rights (but in no event any of the obligations) in and to the Trademarks in the United States and any state thereof and in foreign countries, and all goodwill of Grantor's business symbolized by the Trademarks and associated therewith; and

(vi) all proceeds, products, rents and profits of or from any and all of the foregoing Trademark Collateral and, to the extent not otherwise included, all payments under insurance (whether or not Secured Party is the loss payee thereof), or any indemnity, warranty or guaranty, payable by reason of loss or damage to or otherwise

with respect to any of the foregoing Trademark Collateral. For purposes of this Grant of Trademark Security Interest, the term **“proceeds”** includes whatever is receivable or received when Trademark Collateral or proceeds are sold, exchanged, licensed, collected or otherwise disposed of, whether such disposition is voluntary or involuntary.


Grantor does hereby further acknowledge and affirm that the rights and remedies of Secured Party with respect to the security interest in the Trademark Collateral granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

[The remainder of this page is intentionally left blank.]

IN WITNESS WHEREOF, Grantor has caused this Grant of Trademark Security Interest to be duly executed and delivered by its officer thereunto duly authorized as of the date first above written.

**PERFECT PROMOTIONAL PRODUCTS,
LLC**

a Delaware limited liability company

By: 

Name: William Korowitz

Title: Vice President and Assistant Secretary

**SCHEDULE A
TO
GRANT OF TRADEMARK SECURITY INTEREST**

<u>Mark</u>	<u>Registration No.</u>	<u>Issue Date</u>
PERFECT LINE	2,156,468	05/12/98
PERFECT XPRESS	2,144,411	03/17/98
INSTA-LAM	1,704,246	07/28/92
THIRST QUENCHERS	2,110,882	11/04/97
POLYFRESH	3,066,451	03/07/06
POLYFRESH-LITE	3,270,149	07/24/07

Schedule A-1

LA3:1149285.2

RECORDED: 07/25/2008

**TRADEMARK
REEL: 003823 FRAME: 0036**