

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
The Bank of Nova Scotia, as administrative agent		03/25/2004	Bank, Financial Institution:

RECEIVING PARTY DATA

Name:	Taylor Publishing Company
Street Address:	7211 Circle S Road
City:	Austin
State/Country:	TEXAS
Postal Code:	78745
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	2787171	YB!PRO
Registration Number:	2198157	ULTRAVISION
Registration Number:	1483179	INDEXVISION
Registration Number:	2542764	SAM
Registration Number:	1471319	MONEYVISION
Registration Number:	2630357	SMART PAY
Registration Number:	2321891	YEARZINE
Registration Number:	1501406	EVY OF CALIFORNIA
Registration Number:	2263634	EZPIX
Registration Number:	2606927	DOCSAN
Registration Number:	1541265	PAGEVISION
Registration Number:	2603936	ELITE VISION
Registration Number:	2411040	NET CHEK
Serial Number:	78337134	SPECTRA

CH \$390.00 2787171

Serial Number:	76343521	SPECTRA
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CORRESPONDENCE DATA

Fax Number: (317)231-7433
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 317-231-1313
Email: dwong@btlaw.com
Correspondent Name: David A.W. Wong
Address Line 1: Barnes & Thornburg LLP
Address Line 2: 11 South Meridian Street
Address Line 4: Indianapolis, INDIANA 46204

ATTORNEY DOCKET NUMBER:	2799-98
NAME OF SUBMITTER:	David A.W. Wong
Signature:	/dwong/
Date:	11/12/2008

Total Attachments: 14
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EXECUTION COPY

RELEASE OF SECURITY INTEREST
IN INTELLECTUAL PROPERTY COLLATERAL

This RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY COLLATERAL (this "Release"), dated as of March 25, 2004, is made by The Bank of Nova Scotia, as administrative agent (the "Administrative Agent") under the Credit Agreement referred to below (terms used in this Release and not herein defined shall have the meanings set forth in the Credit Agreement).

WHEREAS, American Achievement Corporation (formerly known as Commemorative Brands Holding Corp.), a Delaware corporation (the "Borrower") and the Administrative Agent entered into that certain Credit Agreement, dated as of February 20, 2002 (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Credit Agreement"), among the Borrower, the Administrative Agent and the various financial institutions party thereto as lenders thereunder (each individually a "Lender", and collectively the "Lenders"), pursuant to which Credit Agreement the Lenders made credit extensions to the Borrower;

WHEREAS, in connection with the Credit Agreement, and pursuant to those certain agreements listed on the Annex I attached hereto (collectively, the "Security Agreements"), the Borrower and certain of the Borrower's Subsidiaries granted security interests in certain intellectual property owned by the Borrower listed on Annex I attached hereto (collectively, the "Patent and Trademark Collateral"); and

WHEREAS, the Security Agreements were recorded in the U.S. Patent and Trademark Office on the dates and on the reels and frames set forth on Annex I hereto;

NOW THEREFORE, the Administrative Agent hereby RELEASES, without representation, recourse or warranty whatsoever, all of its security interest in the Patent and Trademark Collateral, whether granted pursuant to the Security Agreements or any other agreement or document delivered in connection with the Credit Agreement, and the Administrative Agent hereby reassigns any and all such right, title and interest (if any) that the Administrative Agent may have in the Patent and Trademark Collateral to the Borrower.

The Administrative Agent agrees, at the Borrower's expense, to cooperate with the Borrower and its Subsidiaries and to provide the Borrower and its Subsidiaries with the information and additional authorization reasonably required or desirable to effect the release of the Administrative Agent's security interest in the released collateral described herein.

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TRADEMARK
REEL: 003886 FRAME: 0884

IN WITNESS WHEREOF, the Administrative Agent has executed this Release as of the date first above written.

THE BANK OF NOVA SCOTIA,
as Administrative Agent

By: W E Zarrett
Name: William E. Zarrett
Title: Managing Director

17295331

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF GEORGIA)
)
COUNTY OF GWINNETT)

On this 23 day of March, 2004 before me, the undersigned, a Notary Public in and for the state aforesaid, personally appeared WILLIAM FARRETT to me known personally, and who, being by me duly sworn, deposes and says that s/he is the MANAGER DIRECTOR of the Administrative Agent as described in and which executed the above instrument, and s/he has been authorized to execute said instrument on behalf of said entity pursuant to said authority.

IN WITNESS WHEREOF, I hereto set my hand and official seal.

James J. Wilton
Notary Public
My commission expires: 8/22/07

ANNEX I

Security Agreements

Patent Security Agreement,
dated February 20, 2002
between Taylor Publishing Company
and the Administrative Agent

Recording Info.

Reel: 012653
Frame: 0469
Recorded on: 3/7/02

Patent Security Agreement,
dated February 20, 2002
between Commemorative Brands, Inc.
and the Administrative Agent

Reel: 012653
Frame: 0479
Recorded on: 3/7/02

Trademark Security Agreement,
dated February 20, 2002
between Educational Communications, Inc.
and the Administrative Agent

Reel: 002459
Frame: 0773
Recorded on: 3/7/02

Trademark Security Agreement,
dated February 20, 2002
between Commemorative Brands, Inc.
and the Administrative Agent

Reel: 002459
Frame: 00900
Recorded on: 3/7/02

Trademark Security Agreement,
dated February 20, 2002
between Taylor Publishing Company
and the Administrative Agent

Reel: 002461
Frame: 0475
Recorded on: 3/7/02

COMMEMORATIVE BRANDS¹
Trademarks Chart

Mark	Serial/Reg. No.	Status	Filing Date
INDEPENDENCE	78285179	Pending	August 8, 2003
R. JOHNS, LTD	1904359	Registered	January 21, 1994
KEEPSAKE	1799274	Renewed	July 2, 1992
HERALDRY HOUSE	1690099	Renewed	July 25, 1991
LETTERMAN	1704202	Renewed	April 30, 1990
KPS	1356522	Registered	February 19, 1985
ACCR	1301528	Registered	September 20, 1983
ARTCARVED	0764668	Renewed	May 10, 1963
SILADIUM	0989301	Renewed	October 3, 1973
14-K	0750851	Renewed	May 10, 1962
CLASS RINGS LIMITED	2053689	Registered	June 19, 1996
REFLECTION SERIES BY BALFOUR	2179081	Registered	June 6, 1996
GL	2170084	Registered	June 3, 1996
THE BALFOUR BLUE BOOK	1368909	Registered	December 12, 1984
DESIGN ONLY	1368860	Registered	May 25, 1984
EVERLASTING	1279766	Registered	February 11, 1983
DESIGNER	1099453	Renewed	September 6, 1977
14-K	0751685	Renewed	May 10, 1962
EMCATEL	2311035	Registered	August 28, 1998
HOLLYWOOD USA	2182441	Registered	August 4, 1997
CELEBRATIONS OF LIFE	2013791	Registered	December 9, 1995
KEYSTONE	1976772	Registered	July 10, 1995
R. JOHNS	1904358	Registered	January 21, 1994
BALFOUR AURALITE	1625895	Registered	October 10, 1989
JOHN ROBERTS	1598500	Renewed	October 2, 1989
MASTER	1594125	Renewed	September 29, 1989
LGB	0414464	Renewed	November 1, 1944
JEWELRY'S FINEST CRAFTSMEN	0785584	Renewed	November 4, 1963
BALFOUR SPORTS	2441434	Registered	December 10, 1998
GIRL'S ALL STAR	75111746	Published	May 30, 1996
GENERATIONS OF LOVE	2189715	Registered	May 28, 1996
CRESSOFT	1985715	Registered	August 11, 1995
NS	1985712	Registered	August 11, 1995
DESIGN ONLY	1768581	Registered	August 24, 1992
QUALIUM	1596306	Renewed	September 29, 1989

¹ Unreleased lien between Commemorative Brands and Bank of Nova Scotia reel frame 2459/0090

AMERICA'S MASTER JEWELER	3418308	Registered	November 12, 1985
KEYSTONE	1398462	Registered	October 18, 1995
GOLDEN SADDLE	1340604	Registered	June 25, 1984
THE DESIGNER COLLECTION	1365476	Registered	August 4, 1983
MONOFLO	0930449	Renewed	October 23, 1969
MIDNIGHT	0755467	Renewed	October 1, 1962
THE ALL STAR SERIES	2772772	Registered	May 30, 1996
IMAGE INLAY	1936229	Registered	August 12, 1994
DIMONIQUE	1305827	Registered	December 5, 1983
BELLAIRE	0766694	Renewed	November 21, 1962
WHITE FIRE	76416884	Published	June 4, 2002
CLASS OF YOUR OWN	75484104	Registered	May 6, 1998
GRADUATION CELEBRATION	75470814	Registered	April 20, 1998
BOY'S ALL STAR	75111974	Published	May 30, 1996
KEYSTONE	1805999	Renewed	August 24, 1992
BALFOUR	73482154	Registered	May 25, 1984
PERMANENT VALUE PLAN	0967840	Renewed	August 17, 1970
JEWELRY FOR GENERATIONS	76416813	Pending	June 4, 2002
KEEPSAKE GRADUATION DIAMOND	76404623	Published	May 8, 2002
BALFOUR PREMIUM SILVER WITH PLATINUM	2746405	Registered	March 29, 2002
RECOGNIZING LIFE'S ACHIEVEMENTS	2331035	Registered	June 12, 1998
BALFOUR FITS YOUR LIFE	2383837	Registered	May 6, 1998
NAME-SAKE	1934198	Registered	March 23, 1994
KEEPSAKE	0277153	Renewed	June 16, 1930
JR	0930499	Renewed	January 22, 1971
NAMESAKE	78342422	Pending	December 17, 2003
KEEPSAKE BIRTHDAY DIAMOND	76404622	Published	May 8, 2002
DIAMOND DATES	2689538	Registered	September 10, 2001
RING OF CHAMPIONS	2095726	Registered	September 6, 1995
SAMPLESELECT	1923380	Registered	January 27, 1994
PANDORA LTD.	1852353	Registered	September 15, 1993
KEEPSAKE	1892645	Registered	April 12, 1993
DYNALLOY	1702485	Renewed	January 15, 1991
BALFOUR HOUSE	1267451	Registered	November 18, 1982
K	76416851	Pending	June 4, 2002
ONLY A KEEPSAKE SAYS. LOVE ALWAYS	2598355	Registered	December 31, 1998

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BAL	2425520	Registered	May 6, 1998
K	2063574	Registered	April 12, 1993
KEEPSAKE	1476898	Registered	June 1, 1987
ALLEGRO	1301533	Registered	October 13, 1983
CAMPUS	1315677	Registered	February 15, 1983
SILVER SELECT	2809562	Registered	March 29, 2002
GRADUATION CELEBRATION	2619803	Registered	September 14, 2000
YOUR BALFOUR COLLEGE RING...THE WEARABLE RESUME	2502361	Registered	May 6, 1998
ACADEMY SERIES BY BALFOUR	2126269	Registered	June 6, 1996
BALFOUR "CHOICE OF CHAMPIONS"	2138090	Registered	February 28, 1994
GOLDEN DYNALLOY	1702486	Renewed	February 8, 1991
VALADIUM	1462750	Registered	March 2, 1987
FREEDOM OF CHOICE	1293285	Registered	March 14, 1983
CELESTRIMUM	1182023	Renewed	September 15, 1980
DESIGN ONLY	0764669	Renewed	May 10, 1963
CEME	0751246	Renewed	May 10, 1962

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EDUCATIONAL COMMUNICATIONS, INC.²
Trademarks Chart

Mark	Serial/Reg. No.	Status	Filing Date
CRS	1602930	Registered	February 9, 1989
MISCELLANEOUS DESIGN	1562662	Registered	September 12, 1988
HONORING TOMORROW'S LEADERS TODAY	1536873	Registered	August 22, 1988
WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS	1267914	Registered	January 28, 1982
WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS	1215740	Registered	February 26, 1982
THE CHANCELLOR'S LIST	78/336988	Pending	December 5, 2003
THE NATIONAL DEAN'S LIST DIGNITAS FOUNDED 1976	78/255098	Pending	May 28, 2003
WHO'S WHO AMONG AMERICA'S TEACHERS	1899189	Registered	February 25, 1994
THE BEST TEACHERS IN AMERICA SELECTED BY THE BEST STUDENTS	1878333	Registered	February 25, 1994
WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS	1755706	Registered	June 30, 1992
THE NATIONAL DEAN'S LIST	1534731	Registered	August 22, 1988
WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS	1571332	Registered	June 23, 1988
MISCELLANEOUS DESIGN	1228517	Registered	March 22, 1982
WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS	1221233	Registered	February 8, 1982
WHO'S WHO AMONG AMERICA'S TEACHERS	1871371	Registered	January 24, 1994
THE BEST TEACHERS IN AMERICA SELECTED BY THE BEST STUDENTS	1832243	Registered	July 13, 1992
MISCELLANEOUS DESIGN	1286045	Registered	October 4, 1982
MISCELLANEOUS DESIGN	1253784	Registered	March 22, 1982

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WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS	1245969	Registered	March 16, 1982
WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS	1238888	Registered	January 11, 1982
WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS	1221763	Registered	March 2, 1982
WHO'S WHO AMONG AMERICA'S TEACHERS	1659216	Registered	November 16, 1989
MISCELLANEOUS DESIGN	1510245	Registered	February 22, 1988
MISCELLANEOUS DESIGN	1269802	Registered	September 30, 1982
EDUCATIONAL COMMUNICATIONS SCHOLARSHIP FUND FOUNDATION	1267915	Registered	March 16, 1982
EDUCATIONAL COMMUNICATIONS, INC.	1279172	Registered	February 8, 1982
THE NATIONAL DEAN'S LIST	1247029	Registered	April 12, 1979
WHOS' WHO AMONG AMERICAN HIGH SCHOOL STUDENTS SPORTS EDITION	78/255295	Pending	May 28, 2003
WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS ALUMNI ASSOCIATION	2479133	Registered	September 22, 1999
HONORING AMERICA'S OUTSTANDING COLLEGE STUDENTS	2356378	Registered	February 19, 1999
WHO'S WHO AMONG AMERICA'S TEACHERS	1873885	Registered	January 24, 1994
THE NATIONAL DEAN'S LIST ALUMNI ASSOCIATION	1787618	Registered	July 6, 1992
EDUCATIONAL COMMUNICATIONS	1652639	Registered	September 12, 1998
THE NATIONAL DEAN'S LIST	1531337	Registered	June 30, 1999
ANNUAL SURVEY OF HIGH ACHIEVERS	1427881	Registered	January 11, 1982
MISCELLANEOUS DESIGN	1538526	Registered	August 22, 1988
THE COLLEGE REFERRAL SERVICE	1371790	Registered	April 28, 1993

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MISCELLANEOUS DESIGN	1269830	Registered	January 24, 1983
HONORING TOMORROW'S LEADERS TODAY	1237383	Registered	April 19, 1982
HONORING TOMORROW'S LEADERS TODAY	1262961	Registered	April 19, 1982
WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS	1259455	Registered	March 4, 1982
THE NATIONAL DEAN'S LIST	1238293	Registered	February 8, 1982
WHO'S WHO AMONG AMERICA'S TEACHERS	1596872	Registered	September 11, 1989
SRS	1578049	Registered	May 9, 1989
WHO'S WHO REVIEW	1397634	Registered	November 12, 1985
MISCELLANEOUS DESIGN	1306934	Registered	October 4, 1982
HONORING TOMORROW'S LEADERS TODAY	1233603	Registered	April 19, 1982
WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS	1044814	Registered	April 11, 1974
THE NATIONAL DEAN'S LIST	1763265	Registered	July 13, 1992
THE NATIONAL DEAN'S LIST	1604536	Registered	November 17, 1989
WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS	1606342	Registered	November 17, 1989
WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS	1541690	Registered	April 18, 1988
STUDENT REFERRAL SERVICE	1453579	Registered	May 17, 1986
WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS	1296043	Registered	January 24, 1983
MISCELLANEOUS DESIGN	1279896	Registered	October 4, 1982
HONORING OUR NATION'S MOST RESPECTED TEACHERS	2709041	Registered	May 2, 2002
THE NATIONAL DEAN'S LIST	1266349	Registered	June 7, 1982
MISCELLANEOUS DESIGN	1233557	Registered	March 22, 1982
THE NATIONAL DEAN'S LIST	1260236	Registered	January 26, 1982
EDUCATIONAL COMMUNICATIONS, INC.	1227499	Registered	April 19, 1982

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WHO'S WHO AMONG AMERICAN HIGH SCHOOL STUDENTS ESTABLISHED 1967	78/255290	Registered	May 28, 2003
MISCELLANEOUS DESIGN	1584665	Registered	July 24, 1989
COLLEGE BOUND DIGEST	1521769	Registered	December 3, 1987
MISCELLANEOUS DESIGN	1270216	Registered	October 4, 1982
COLLEGE BOUND DIGEST	1289534	Registered	December 17, 1982
HONORING TOMORROW' LEADERS TODAY	1231889	Registered	March 22, 1982

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TAYLOR PUBLISHING COMPANY¹
Trademarks Chart

Mark	Serial/Reg. No.	Status	Filing Date
YBIPRO	2787171	Registered	November 28, 2001
ULTRAVISION	2198157	Registered	September 4, 1997
INDEXVISION	1483179	Registered	May 28, 1997
SAM	2542764	Registered	February 8, 2001
MONEYVISION	1471319	Registered	May 28, 1997
SPECTRA	78/337134	Pending	December 5, 2003
SMART PAY	2630357	Registered	December 4, 2000
YEARZINE	2321891	Registered	April 19, 1999
TYPEVISION	1501406	Registered	May 28, 1997
EZPIX	2263634	Registered	September 4, 1997
SPECTRA	76/343521	Pending	November 28, 2001
DOCSAN	2606927	Registered	December 4, 2000
PAGEVISION	1541265	Registered	August 3, 1987
ELITE VISION	2603936	Registered	December 8, 2000
NET CHECK	2411040	Registered	January 26, 1998

¹ Unreleased lien between Taylor Publishing Company and Bank of Nova Scotia: reel/frame 2461/0475;
 Unreleased lien between Taylor Publishing Company and Citicorp USA, Inc.: reel/frame 1259/0223
 Unreleased lien between Taylor Publishing Company and Wells Fargo Bank, N.A.: reel/frame 0631/0675
 Unreleased lien between Educational Communications and Bank of Nova Scotia: reel/frame 2459/0773

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COMMEMORATIVE BRANDS¹
Patent Chart

Title	Patent No.	Filing Date
	D423977	07/23/1996
Finger ring	D396822	07/23/1996
Finger ring	D396659	07/23/1996
Finger ring	D393811	07/23/1996
Finger ring	D393428	07/23/1996
Tennis bracelet pendant	D393225	07/23/1996
Finger ring	D392587	07/23/1996
Finger ring	D392204	07/23/1996
Finger ring	D392204	07/23/1996
Five stone diagonal ribbon necklace pendant		
Finger ring	D390801	07/23/1996
Finger ring	D389774	07/23/1996
Finger ring	D389773	07/23/1996
Rope chain pendant	D389770	07/23/1996
Four stone diagonal ribbon necklace pendant		
Two stone diagonal ribbon necklace pendant	D389769	07/23/1996
Carousel pin/pendant	D387300	07/23/1996
Three stone diagonal ribbon necklace pendant	D386441	07/23/1996
Six stone diagonal ribbon necklace pendant	D384903	07/23/1996
Angel pendant	D383704	07/23/1996
Finger ring	D382831	07/23/1996
Finger ring	D372681	06/23/1995
Finger ring	D327660	11/14/1990
Finger ring	D322587	07/25/1989
Finger ring	D321840	07/25/1989
Finger ring	D300308	06/12/1987
Class ring	D300126	12/12/1986
Class ring	D288155	05/11/1984
Jewelry display stand	D272806	05/26/1981
Packaging container	D270786	05/26/1981
Pouch for carrying jewelry or similar articles		

¹ Unreleased lien between Commemorative Brands and Bank of Nova Scotia reel frame 012653/0479

Unreleased lien between Commemorative Brands and The First National Bank of Boston: reel frame 008313/0539

TAYLOR PUBLISHING COMPANY¹
Patent Chart

Title	Registration No.	Registration Date
Electronic yearbook publication system	5293475	November 18, 1991

¹ Unreleased lien between Taylor Publishing Company and Bank of Nova Scotia; reel/frame 012653/0469