

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--------------------------------|----------|----------------|--|
| PNC Bank, National Association | | 02/20/2009 | National Banking Association: PENNSYLVANIA |

RECEIVING PARTY DATA

| | |
|------------------------|-------------------------------------|
| Name: | Cherrydale Fundraising, L.L.C. |
| Street Address: | 1035 Mill Road |
| City: | Allentown |
| State/Country: | PENNSYLVANIA |
| Postal Code: | 18106 |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE |

PROPERTY NUMBERS Total: 10

| Property Type | Number | Word Mark |
|----------------------|----------|--------------------|
| Registration Number: | 3046686 | BEARFOOTE HOLLER |
| Registration Number: | 2858580 | C & D DISTRIBUTING |
| Registration Number: | 2846015 | CHEERLEADER USA |
| Registration Number: | 1791779 | CHERRYDALE FARMS |
| Registration Number: | 1408811 | CHERRYDALE FARMS |
| Registration Number: | 2415883 | EWES VIEW |
| Registration Number: | 1627455 | FIREFIGHTER'S |
| Serial Number: | 76627958 | LOST COW |
| Serial Number: | 78695810 | PAMPERED SPA |
| Serial Number: | 78933846 | ARK·E·OLOGY |

CORRESPONDENCE DATA

Fax Number: (215)965-1331
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

CH \$265.00 3046686

Phone: 215-965-1248
Email: csmith@panitchlaw.com
Correspondent Name: Laura A. Genovese
Address Line 1: 2005 Market Street
Address Line 2: One Commerce Square, Suite 2200
Address Line 4: Philadelphia, PENNSYLVANIA 19103

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|-------------------------|---------------------|
| ATTORNEY DOCKET NUMBER: | 688074.5003 |
| NAME OF SUBMITTER: | Laura A. Genovese |
| Signature: | /Laura A. Genovese/ |
| Date: | 03/03/2009 |

Total Attachments: 2

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RELEASE OF ASSIGNMENT FOR SECURITY OF TRADEMARKS

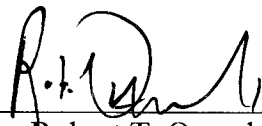
THIS RELEASE is made as of this 20th day of February, 2009, by PNC Bank, National Association ("PNC"), a national banking association, in favor of Cherrydale Fundraising, L.L.C. ("Company"), a Delaware limited liability company.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, PNC hereby unconditionally and expressly releases, terminates, and extinguishes any and all of its right, title and interest in and to any and all liens and security interests it may have upon the trademarks listed on Schedule A attached hereto and made a part hereof, which liens and security interests were established under and pursuant to that certain Intellectual Property Security Agreement dated September 18, 2006, made by the Company in favor of PNC.

PNC hereby agrees to execute and deliver, upon the request and at the sole cost of Company, such further instruments, documents and release forms as Company may reasonably request to the extent required to fully release, terminate and extinguish any such liens and security interests upon such trademarks.

This Release shall be binding upon PNC's successors and assigns.

PNC BANK, NATIONAL ASSOCIATION

By: 
Name: Robert T. Orzechowski
Title: Vice President

SCHEDULE A

TRADEMARKS

| <u>Trademark</u> | <u>Registration Number</u> | <u>Serial Number</u> | <u>Registration/Filing Date</u> |
|--------------------------------|--------------------------------|----------------------|-------------------------------------|
| Bearfoote Holler | 3046686 | 76596510 | 1/17/06 |
| C&D Distributing | 2858580 | 76455912 | 6/29/04 |
| Cheerleader USA | 2846015 | 76455910 | 5/25/04 |
| Cherrydale Farms (Stylized) | 1791779 | 74310841 | 9/7/93 |
| Cherrydale Farms | 1408811 | 73580602 | 9/9/86 |
| Ewe's View and Design | 2415883 | 75902260 | 12/26/00 |
| Firefighter's | 1627455 | 74039792 | 12/11/90 |
| Lost Cow | None | 76627958 | 1/13/05 |
| Pampered Spa | None | 78695810 | 8/18/05 |
| Ark e ology & Design | None | 78933846 | 7/20/06 |