

TO: KIRKLAND & ELLIS LLP COMPANY: 300 N. LASALLE STREET, 28TH FLOOR

RE 7/7/09

07-28-2009

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Electronic Version v1.1
 Stylesheet Version v1.1



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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | Release of Security Interest in Trademarks recorded on 7/1/2005 at Reel 3115 and Frame 0755 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---|----------|----------------|------------------------------------|
| The Bank of New York Mellon (formerly known as The Bank of New York) | | 07/03/2009 | Banking Institution: UNITED STATES |

RECEIVING PARTY DATA

| | |
|-------------------|------------------------------------|
| Name: | Norwood Promotional Products, Inc. |
| Street Address: | 10 West Market Street |
| Internal Address: | Suite 1400 |
| City: | Indianapolis |
| State/Country: | INDIANA |
| Postal Code: | 46204 |
| Entity Type: | CORPORATION: DELAWARE |

| | |
|-------------------|-------------------------------------|
| Name: | Norwood Operating Company, LLC |
| Street Address: | 10 West Market Street |
| Internal Address: | Suite 1400 |
| City: | Indianapolis |
| State/Country: | INDIANA |
| Postal Code: | 46204 |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE |

| | |
|-------------------|-------------------------------------|
| Name: | Renaissance Publishing Company, LLC |
| Street Address: | 10 West Market Street |
| Internal Address: | Suite 1400 |
| City: | Indianapolis |
| State/Country: | INDIANA |
| Postal Code: | 46204 |
| Entity Type: | LIMITED LIABILITY COMPANY: INDIANA |

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TO: KIRKLAND & ELLIS LLP COMPANY: 300 N. LASALLE STREET, 28TH FLOOR

| | |
|-------------------|--------------------------------------|
| Name: | Advertising Unlimited, LLC |
| Street Address: | 10 West Market Street |
| Internal Address: | Suite 1400 |
| City: | Indianapolis |
| State/Country: | INDIANA |
| Postal Code: | 46204 |
| Entity Type: | LIMITED LIABILITY COMPANY: MINNESOTA |

| | |
|-------------------|-----------------------------------|
| Name: | The McCleery-Cumming Company, LLC |
| Street Address: | 10 West Market Street |
| Internal Address: | Suite 1400 |
| City: | Indianapolis |
| State/Country: | INDIANA |
| Postal Code: | 46204 |
| Entity Type: | LIMITED LIABILITY COMPANY: IOWA |

PROPERTY NUMBERS Total: 20

| Property Type | Number | Word Mark |
|----------------|----------|----------------------|
| Serial Number: | 72379914 | AIR TEX |
| Serial Number: | 78526464 | BALM ARGENTA |
| Serial Number: | 73575443 | BARLOW |
| Serial Number: | 76473222 | ECON-O-LINE |
| Serial Number: | 76543800 | GOOD VALUE CALENDARS |
| Serial Number: | 75871567 | HEMISPHERE |
| Serial Number: | 76573657 | KOOZIE |
| Serial Number: | 76425997 | MOOD METERS |
| Serial Number: | 76514525 | NORWOOD |
| Serial Number: | 74280207 | PILLOWLINE |
| Serial Number: | 74712963 | SENTRY PACK |
| Serial Number: | 76533406 | SENTRY SAFETY |
| Serial Number: | 75056027 | STYLE-RITE |
| Serial Number: | 73701558 | STYLE-RITE |
| Serial Number: | 76543819 | SYMPHONY DIARIES |
| Serial Number: | 78526459 | TEE OFF |
| Serial Number: | 73671658 | THE ACTION LINE |
| Serial Number: | 73286492 | THE TRIUMPH LINE |
| | | |

TO:KIRKLAND & ELLIS LLP COMPANY:300 N. LASALLE STREET, 28TH FLOOR

| | | |
|--|--|-----------------------|
| Serial Number: | 74717854 | TRI-AD PLUS |
| Serial Number: | 75386453 | WASHBURN LABORATORIES |
| CORRESPONDENCE DATA | | |
| Fax Number: | (312)862-2200 | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | 312-862-2000 | |
| Email: | christine.casey@kirkland.com, jessica.kiser@kirkland.com | |
| Correspondent Name: | Kirkland & Ellis LLP | |
| Address Line 1: | 300 N. LaSalle Street, 28th Floor | |
| Address Line 2: | c/o Christine Casey | |
| Address Line 4: | Chicago, ILLINOIS 60654 | |
| ATTORNEY DOCKET NUMBER: | 41814-7 | |
| NAME OF SUBMITTER: | Christine Casey | |
| Signature: | /Christine Casey/ | |
| Date: | 07/07/2009 | |
| Total Attachments: 4 source=NORWOOD Release of Security Interest Trademarks 3115#page1.tif source=NORWOOD Release of Security Interest Trademarks 3115#page2.tif source=NORWOOD Release of Security Interest Trademarks 3115#page3.tif source=NORWOOD Release of Security Interest Trademarks 3115#page4.tif | | |

RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE OF SECURITY INTERESTS IN TRADEMARKS (this "Release") is made as of July 3, 2009 ("Effective Date") by and between Norwood Promotional Products, Inc., Norwood Operating Company, LLC, Renaissance Publishing Company, LLC, Advertising Unlimited, LLC and The McCleery-Cumming Company, LLC (each, a "Grantor" and collectively, the "Grantors") and The Bank of New York Mellon (formerly known as The Bank of New York), as Administrative Agent (the "Administrative Agent").

WHEREAS, the Grantors and the Administrative Agent entered into that certain Second Amended and Restated Security Agreement by and between the Grantors and the Administrative Agent dated August 16, 2004 (the "Security Agreement");

WHEREAS, pursuant to the Security Agreement, each Grantor granted to the Administrative Agent a lien on and security interest in all of its right, title and interest in, to and under certain intellectual property; and entered into that certain Grant of Security Interest in Trademarks dated June 15, 2005 (the "Grant of Security Interest") for the purpose of recording such security interest with respect to the Marks (as defined in the Grant of Security Interest), including those items set forth on Schedule A hereto, with the United States Patent and Trademark Office;

WHEREAS, the Grant of Security Interest was recorded with the United States Patent and Trademark Office on July 1, 2005, at Reel 3115, Frame 0755; and

WHEREAS, the Administrative Agent has been authorized and directed by an order of the United States Bankruptcy Court for the District of Delaware dated June 19, 2009 in the Grantors' Chapter 11 bankruptcy proceeding pending in the Bankruptcy Court, Case Number 09-11547 (PJW), to release the Grant of Security Interest.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Administrative Agent hereby, on behalf of itself and the lenders specified in the Security Agreement, (i) terminates the Grant of Security Interest, (ii) terminates, cancels and releases any and all security interests it has against the Marks, and (iii) re-assigns to the Grantors, without recourse, representation, or warranty of any kind, any right, title and interest it may have in, to and under the Marks.

The Administrative Agent shall take, at the sole cost and expense of the Grantors, all further actions, and provide to the Grantors, their 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), reasonably requested by any Grantor to more fully and effectively effectuate the purposes of this Release.

TO:KIRKLAND & ELLIS LLP COMPANY:300 N. LASALLE STREET, 28TH FLOOR

This Release shall be governed by and construed in accordance with the laws of the State of New York.

* * * * *

TO: KIRKLAND & ELLIS LLP COMPANY: 300 N. LASALLE STREET, 28TH FLOOR

IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be executed by its duly authorized representative as of the Effective Date.

THE BANK OF NEW YORK MELLON (formerly known as The Bank of New York),
as Administrative Agent



Name: 

Title: ***Melinda Valentine***
Vice President

TO: KIRKLAND & ELLIS LLP COMPANY: 300 N. LASALLE STREET, 28TH FLOOR

SCHEDULE A

UNITED STATES TRADEMARK REGISTRATIONS AND APPLICATIONS

| Mark | Serial No./ Filing Date | Reg. No./ Reg. Date |
|---|----------------------------|------------------------|
| AIR TEX DESIGN  | 72379914 12/31/1970 | 1003874 02/04/1975 |
| BALM ARGENTA | 78526464 12/03/2004 | 3089681 05/09/2006 |
| BARLOW | 73575443 12/27/1985 | 1502777 09/06/1988 |
| ECON-O-LINE | 76473222 12/10/2002 | 2927209 02/22/2005 |
| GOOD VALUE CALENDARS | 76543600 09/10/2003 | 2956573 05/31/2005 |
| HEMISPHERE | 75871567 12/14/1999 | 2505415 11/06/2001 |
| KOOZIE | 76573657 02/03/2004 | 3240989 05/15/2007 |
| MOOD METERS | 76425997 06/28/2002 | 2924635 02/08/2005 |
| NORWOOD | 76514525 05/14/2003 | 2894578 10/19/2004 |
| PILLOWLINE | 74280207 06/01/1992 | 1754165 02/23/1993 |
| SENTRY PACK design  | 74712963 08/09/1995 | 1987179 07/16/1996 |
| SENTRY SAFETY | 76533406 07/30/2003 | 3256778 06/26/2007 |
| STYLE-RITE | 75056027 02/09/1996 | 2028873 01/07/1997 |
| STYLE-RITE | 73701558 12/17/1987 | 1522588 01/31/1989 |
| SYMPHONY DIARIES | 76543819 09/09/2003 | 3051358 01/24/2006 |
| TEE OFF | 78526459 12/03/2004 | 3035648 12/27/2005 |
| THE ACTION LINE | 73671656 07/13/1987 | 1574781 01/02/1990 |
| THE TRIUMPH LINE | 73286492 11/19/1980 | 1209674 09/21/1982 |
| TRI-AD PLUS | 74717854 08/21/1995 | 2047162 03/25/1997 |
| WASHBURN LABORATORIES | 75386453 11/07/1997 | 2208965 12/08/1998 |

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This Release shall be governed by and construed in accordance with the laws of the State of New York.

* * * * *



IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be executed by its duly authorized representative as of the Effective Date.

THE BANK OF NEW YORK MELLON (formerly known as The Bank of New York),
as Administrative Agent

Name: 
Title: **Melinda Valentine**
Vice President

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| KOOZIE | 76573657 02/03/2004 | 3240989 05/15/2007 |
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