

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Notice of Release of Security Interest in Trademarks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Israel Discount Bank of New York		12/23/2009	Banking Corporation:
RECEIVING PARTY DATA			
Name:	US Balloon Manufacturing Co., Inc.		
Street Address:	140 58th Street		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11220		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	76296890	CLIP-N-WEIGHT	
Serial Number:	73564952	BELLY BEARS	
Serial Number:	73450148	U.S. BALLOON	
Serial Number:	73575106	AMERITEX	
Serial Number:	74581368	MASS CUSTOMIZATION	
CORRESPONDENCE DATA			
Fax Number:	(973)295-1249		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	973-360-2349		
Email:	schneidermanm@gtlaw.com		
Correspondent Name:	Mallie Schneiderman - Greenberg Traurig		
Address Line 1:	200 Park Avenue		
Address Line 4:	Florham Park, NEW JERSEY 07932		
ATTORNEY DOCKET NUMBER:	050255.024700		

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**TRADEMARK
 REEL: 004122 FRAME: 0866**

NAME OF SUBMITTER:	Mallie Schneiderman
Signature:	/mallie schneiderman/
Date:	12/31/2009
Total Attachments: 2 source=usbm#page1.tif source=usbm#page2.tif	

NOTICE OF RELEASE OF SECURITY INTEREST IN TRADEMARKS

This Notice of Release of Security Interest in Trademarks is given as of this 23 day of December, 2009 by ISRAEL DISCOUNT BANK OF NEW YORK, having an office located at 511 Fifth Avenue, New York, New York 10017 ("Grantee").

US Balloon Manufacturing Co., Inc., a New York corporation (the "Grantor") granted to Grantee a security interest in certain trademarks identified on Schedule A. The obligations secured by said security interest have been paid in full or otherwise satisfied.

NOW THEREFORE, for and in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Secured Party hereby declares that said security interest is hereby DISCHARGED, RELEASED AND TERMINATED, and the recording officer in the U.S. Patent and Trademark Office, is hereby authorized to cancel the security interests of record.

IN WITNESS WHEREOF, the Secured Party has caused this instrument to be executed by its proper corporation officer on the date first written above.

ISRAEL DISCOUNT BANK OF NEW YORK

By: [Signature]
Name: Neal Landerer
Title: VP

By: [Signature]
Name: Ben Solomon
Title: SVP

STATE OF NEW YORK)
)
COUNTY OF NEW YORK)

I certify that on the 23 day of December, 2009, Neal Landerer and Ben Solomon personally came before me and these persons acknowledged under oath, to my satisfaction, that: (a) they signed and delivered this document as officers of Israel Discount Bank of New York, the grantee named in this document; and (b) this document was signed and delivered by Israel Discount Bank of New York as its voluntary act duly authorized.

[Signature]
Notary Public
JEFFREY S. ACKERMAN
NOTARY PUBLIC, State of New York
No. 24-4707613
Qualified in Kings County
Commission Expires June 30, 2011

SCHEDULE A
Trademarks

Trademark Name	Serial Number	Registration Number	Reel/Frame
CLIP-N-WEIGHT	76-296,890	2,540,488	3204/0256
BELLY BEARS	73-564,952	1,409,598	3204/0256
U.S. BALLOON	73-450,148	1,350,802	3204/0256
AMERITEX	73-575,106	1,403,271	3204/0256
MASS CUSTOMIZATION	74-581,368	2,059,679	3204/0256