TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Release of Lien on Trademarks (First Lien)

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Credit Suisse AG		01/27/2010	Bank:

RECEIVING PARTY DATA

Name:	Deluxe Entertainment Services, Inc.
Street Address:	1377 North Serrano Avenue
City:	Hollywood
State/Country:	CALIFORNIA
Postal Code:	90027
Entity Type:	CORPORATION: DELAWARE

Name:	Deluxe Digital Media Management, Inc.
Street Address:	1377 North Serrano Avenue
City:	Hollywood
State/Country:	CALIFORNIA
Postal Code:	90027
Entity Type:	CORPORATION: DELAWARE

Name:	EFILM, LLC
Street Address:	1377 North Serrano Avenue
City:	Hollywood
State/Country:	CALIFORNIA
Postal Code:	90027
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

Name:	Deluxe Laboratories, Inc.
Street Address:	1377 North Serrano Avenue
City:	Hollywood
State/Country:	CALIFORNIA
Postal Code:	90027

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Entity Type:	CORPORATION: DELAWARE

Name:	Softitler Net, Inc.
Street Address:	1377 North Serrano Avenue
City:	Hollywood
State/Country:	CALIFORNIA
Postal Code:	90027
Entity Type:	CORPORATION: CALIFORNIA

Name:	Shug, Inc.
Street Address:	1377 North Serrano Avenue
City:	Hollywood
State/Country:	CALIFORNIA
Postal Code:	90027
Entity Type:	CORPORATION: CALIFORNIA

Name:	Deluxe Digital Studios, Inc.
Street Address:	1377 North Serrano Avenue
City:	Hollywood
State/Country:	CALIFORNIA
Postal Code:	90027
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2892643	SHUGAR SHACK CHOCOLATIER

CORRESPONDENCE DATA

Fax Number: (212)492-0603

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2123733603

Email: lsilber@paulweiss.com, hranucci@paulweiss.com

Correspondent Name: Lindsay N. Silber

Address Line 1: 1285 Avenue of the Americas

Address Line 2: c/o Paul, Weiss, LLP

Address Line 4: New York, NEW YORK 10019-6064

ATTORNEY DOCKET NUMBER:	19199-002
NAME OF SUBMITTER:	Lindsay N. Silber
Signature:	/lindsaynsilber/

Date:	01/29/2010

Total Attachments: 3
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RELEASE OF LIEN ON TRADEMARKS (FIRST LIEN)

This RELEASE OF LIEN ON TRADEMARKS (FIRST LIEN) (the "Release"), dated as January 21, 2010 is made by CREDIT SUISSE AG (formerly known as "Credit Suisse"), in its capacity as Collateral Agent ("Agent") for the financial institutions party to that certain First Lien Credit Agreement, dated as of January 27, 2006, among Deluxe Entertainment Services Group Inc., Deluxe Canada Holdings Inc., DX Holdings LLC, the lenders party thereto and Agent (as amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement"), in favor of DELUXE ENTERTAINMENT SERVICES, INC., a Delaware corporation, DELUXE DIGITAL MEDIA MANAGEMENT, INC., a Delaware corporation, EFILM, LLC, a Delaware limited liability company, DELUXE LABORATORIES, INC., a Delaware corporation, SOFTITLER NET, INC., a California corporation, SHUG, INC., a California corporation, and DELUXE DIGITAL STUDIOS, INC., a Delaware corporation (collectively, "Grantors"). Capitalized terms used herein and not otherwise defined shall have the meaning set forth in or incorporated by reference into the Credit Agreement.

WHEREAS, Grantors entered into that certain First Lien Trademark Security Agreement, dated as of January 27, 2006 and recorded in the United States Patent and Trademark Office as of April 25, 2006 at Reel 003296, Frame 0236 (the "Trademark Security Agreement"), pursuant to which Grantors granted to Agent a security interest in and lien on all right, title and interest of the Grantors in certain trademarks, including U.S. registration number 2,892,643 for the trademark SHUGAR SHACK CHOCOLATIER and Design (the "Released Trademark");

WHEREAS, none of the Grantors currently own or in the past owned any right, title or interest in and to the Released Trademark;

WHEREAS, the security interest in and lien on the Released Trademark granted to the Agent pursuant to the Trademark Security Agreement was inadvertent error; and

WHEREAS, Grantors have requested that Agent release any and all interest it may have in the Released Trademark, and Agent has agreed to do so.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, Agent does hereby release, relinquish and discharge its security interest in, to and under the Released Trademark.

[Remainder of Page Intentionally Left Blank.]

IN WITNESS WHEREOF, Agent has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the date hereinabove set forth.

CREDIT SUISSE AG, Cayman Islands Branch

By: _____

Name: ROBERT HETU

Title: MANAGING DIRECTOR

CHRISTOPHER REO DAY
ASSOCIATE

STATE OF NEW YORK)
) ss:
COUNTY OF NEW YORK)

On this 27th day of January, 2010, before me personally came Robert Hetu and Christopher Reo Day, to me known to be the person who signed the foregoing instrument and who being duly sworn by me did depose and state that she/he is the Managing Director and Associate of CREDIT SUISSE AG, Cayman Islands Branch; she/he signed the instrument in the name of CREDIT SUISSE AG, Cayman Islands Branch; and she/he had the authority to sign the instrument on behalf of CREDIT SUISSE AG, Cayman Islands Branch.

Notary Public

MARJORIE E. BULL
NOTARY PUBLIC, State Of New York
No. 01BU6055282
Qualified In New York County
Commission Expires February 20, 2011

Doc#. US1.5869944v1