

5/18/10

## TRADEMARK ASSIGNMENT

06-01-2010

Electronic Version v1.1  
Stylesheet Version v1.1

103598543

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

Release of Trademark Security Interest (originally recorded at Reel/Frame:  
002295/0715)

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bank of America, N.A., as Administrative Agent		03/29/2006	Unknown:

## RECEIVING PARTY DATA

Name:	Equity Marketing, Inc. (now known as EMAK Worldwide, Inc.)
Street Address:	6330 San Vicente Blvd.
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90048
Entity Type:	CORPORATION: <i>Delaware</i>

## PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	2066507	E
Registration Number:	2088849	E EQUITY PROMOTIONS
Registration Number:	2161051	EQUITY TOYS
Registration Number:	2109882	HEADLINERS
Registration Number:	2152432	TUB TINTS
Registration Number:	2260733	WORLDWIDE PIN REGISTRY
Registration Number:	2155697	YOU'LL KNOW THEM WHEN YOU SEE THEM
Serial Number:	75411405	HEADLINERS IN THE CREASE
Serial Number:	75439652	HEADLINERS XL
Serial Number:	75233174	POWERPOPS
Serial Number:	75910814	SUSTAINABLE HEAT
Serial Number:	75761450	WEB AND WIN

## CORRESPONDENCE DATA

TRADEMARK  
REEL: 004215 FRAME: 0956

CH \$315.00 2066507

Fax Number: (213)430-6407

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

Email: gdurham@omm.com

Correspondent Name: Gina M. Durham, Esq.

Address Line 1: 400 South Hope Street

Address Line 2: O'Melveny & Myers LLP

Address Line 4: Los Angeles, CALIFORNIA 90071

ATTORNEY DOCKET NUMBER:

019,368-1085

NAME OF SUBMITTER:

Gina M. Durham

Signature:

/Gina M. Durham/

Date:

05/18/2010

Total Attachments: 3

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TRADEMARK

REEL: 004215 FRAME: 0957

## RELEASE OF TRADEMARK SECURITY INTEREST

This Release of Trademark Security Interest (this “**Release**”) is dated as of March 29, 2006. Reference is hereby made to the Grant of Trademark Security Interest (the “**Grant**”), dated as of April 24, 2001, by and between, Equity Marketing, Inc. (now known as EMAK Worldwide, Inc.) (the “**Assignor**”) and Bank of America, as Administrative Agent (the “**Assignee**”) recorded with the United States Patent and Trademark Office on May 3, 2001 at Reel/Frame: 002295/0715.

Assignee hereby notifies, acknowledges to and agrees with Assignor that the security interest granted by Assignor in the Trademarks (as defined in the Grant) (the “**Trademark Collateral**”) including, without limitation, the security interest granted in the Trademarks listed on the attached Schedule A, is terminated and released, and that Assignee hereby releases and forever discharges all of its right, title and interest of any kind or nature in the Trademark Collateral granted, assigned or conveyed pursuant to the Grant.

*[Signatures continued on the next page]*

Release of Trademark Security Interest

LA3:1112184.1

TRADEMARK  
REEL: 004215 FRAME: 0958

**IN WITNESS WHEREOF**, Assignee has caused this Release of Trademark Security Interest to be duly executed and delivered by its duly authorized representative as of the date first above written.

**BANK OF AMERICA**, as Administrative Agent

By: 

Name:

Title:

Ken Puro  
Vice President

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Release of Trademark Security Interest  
(Reel/Frame: 002295/0715)

LA3:1112184

**TRADEMARK**  
**REEL: 004215 FRAME: 0959**

**SCHEDULE A  
TO  
RELEASE OF TRADEMARK SECURITY INTEREST**

**Registered Trademarks:**

<u>Registered Owner</u>	<u>United States Trademark Description</u>	<u>Registration Number</u>	<u>Registration Date</u>
Equity Marketing, Inc.	EQUITY MARKETING (Design Only)	2,066,507	06/03/97
Equity Marketing, Inc.	EQUITY PROMOTIONS (AND DESIGN)	2,088,849	08/19/97
Equity Marketing, Inc.	EQUITY TOYS	2,161,051	05/26/98
Equity Marketing, Inc.	HEADLINERS	2,109,882	10/28/97
Equity Marketing, Inc.	TUB TINTS	2,152,432	04/21/98
Equity Marketing, Inc.	WORLDWIDE PIN REGISTRY (AND DESIGN)	2,260,733	07/13/99
Equity Marketing, Inc.	YOU'LL KNOW THEM WHEN YOU SEE THEM	2,155,697	05/05/98

**Trademarks Pending:**

<u>Applicant</u>	<u>United States Trademark Description</u>	<u>Application Number</u>	<u>Filing Date</u>
Equity Marketing, Inc.	HEADLINERS IN THE CREASE	75/411,405	12/29/97
Equity Marketing, Inc.	HEADLINERS XL	75/439,652	02/24/98
Equity Marketing, Inc.	POWERPOPS	75/233,174	01/29/97
Equity Marketing, Inc.	SUSTAINABLE HEAT	75/910,814	02/05/00
Equity Marketing, Inc.	WEB AND WIN	75/761,450	7/27/99

Schedule A-1

Release of Trademark Security Interest

LA3:1112184.1

**RECORDED: 05/18/2010**

**TRADEMARK  
REEL: 004215 FRAME: 0960**