

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Release of Security Interest

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
CREDIT SUISSE AG (F/K/A CREDIT SUISSE FIRST BOSTON), AS ADMINISTRATIVE AGENT		09/22/2010	BANK: SWITZERLAND
CREDIT SUISSE AG, TORONTO BRANCH (F/K/A CREDIT SUISSE FIRST BOSTON, TORONTO BRANCH) AS CANADIAN ADMINISTRATIVE AGENT		09/22/2010	BANK: SWITZERLAND

**RECEIVING PARTY DATA**

<b>Name:</b>	VISANT SECONDARY HOLDINGS CORP. (F/K/A JOSTENS SECONDARY HOLDINGS CORP.)
<b>Street Address:</b>	357 MAIN ST.
<b>City:</b>	ARMONK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10504
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>Name:</b>	VISANT CORPORATION (F/K/A JOSTENS IH CORP.)
<b>Street Address:</b>	357 MAIN ST.
<b>City:</b>	ARMONK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10504
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>Name:</b>	AKI, INC.
<b>Street Address:</b>	1700 BROADWAY
<b>City:</b>	NEW YORK
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10019
<b>Entity Type:</b>	CORPORATION: DELAWARE

**TRADEMARK**

**900173793**

**REEL: 004295 FRAME: 0001**

**OP \$2465.00 2078154**

Name:	JOSTENS, INC.
Street Address:	3601 MINNESOTA DRIVE
City:	MINNEAPOLIS
State/Country:	MINNESOTA
Postal Code:	55435
Entity Type:	CORPORATION: MINNESOTA

Name:	MEMORY BOOK ACQUISITION LLC
Street Address:	3131 WEST MAIN ST.
City:	SEDALIA
State/Country:	MISSOURI
Postal Code:	65301
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

Name:	NEFF MOTIVATION, INC.
Street Address:	645 PINE ST.
City:	GREENVILLE
State/Country:	OHIO
Postal Code:	45331
Entity Type:	CORPORATION: OHIO

Name:	PHOENIX COLOR CORP.
Street Address:	18249 PHOENIX DRIVE
City:	HAGERSTOWN
State/Country:	MARYLAND
Postal Code:	21742
Entity Type:	CORPORATION: DELAWARE

Name:	VISUAL SYSTEMS, INC.
Street Address:	8111 N. 87TH ST,
City:	MILWAUKEE
State/Country:	WISCONSIN
Postal Code:	53224
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 98

Property Type	Number	Word Mark
Registration Number:	2078154	ARCADE

**TRADEMARK**  
**REEL: 004295 FRAME: 0002**

Registration Number:	1928276	ARCADE
Registration Number:	2291333	BEAUTISEAL
Registration Number:	2594951	BEAUTITOUCH
Registration Number:	1930422	DISCOVER
Registration Number:	1476848	FRAGRANCE BURST
Registration Number:	2468163	LIPSEAL
Registration Number:	2300214	LIQI-SEAL
Registration Number:	2290443	LIQUATOUCH
Registration Number:	0913585	MICROFRAGRANCE
Registration Number:	2289332	POWDATOUCH
Registration Number:	1849234	SCENT SEAL
Registration Number:	1257538	SCENTSTRIP
Registration Number:	1468241	SCENTSTRIP
Registration Number:	2780432	SELECTASHADE
Registration Number:	2355845	SHADE A PEEL
Registration Number:	2263695	SHADESEAL
Registration Number:	2221966	SMELL THE TASTE
Registration Number:	2234968	SMELL THE TASTE
Registration Number:	2361115	SURESHADE
Registration Number:	2420010	TOUCHDOWN
Registration Number:	1413282	AMERICA'S CLASS RING
Registration Number:	2859386	CHAMPIONS OF THE COMMUNITY
Registration Number:	2406471	JOSTENS
Registration Number:	1437968	FASHION CREST
Registration Number:	2411149	GLOWTOUCH
Registration Number:	2672014	GOLD LANCE
Registration Number:	2822169	GOLD LANCE GL
Registration Number:	2740442	GRAD FINALE
Registration Number:	1418322	GRAD GRAM
Registration Number:	2307190	HEAR THE YEAR
Registration Number:	2683503	HOME
Registration Number:	2822778	HOME ORDERING MADE EASY
Registration Number:	2490716	IT PAYS
Registration Number:	0323479	J
Registration Number:	0504577	JOSTENS

Registration Number:	2381423	JOSTENS
Registration Number:	2683502	JOSTENS DIRECT SOLUTIONS
Registration Number:	2444613	JOSTENS IMAGEBASE
Registration Number:	2613151	JOSTENS NETLINE
Registration Number:	2430809	JOSTENS RENAISSANCE
Registration Number:	2851875	LX
Registration Number:	2761047	MEMORIES DIRECT ONLINE
Registration Number:	2043451	MEMORY EXPRESS
Registration Number:	1629083	MONTREUX
Registration Number:	2052810	PANELXPRESS
Registration Number:	2332698	RENAISSANCE
Registration Number:	2567458	SAFE HAVEN
Registration Number:	1544345	STUDIO 1
Registration Number:	1929842	TRADEWINDS
Registration Number:	2685513	WHAT'S UP
Registration Number:	2015074	WORLD BEAT
Registration Number:	2493508	WRITE NOW!
Registration Number:	1543062	YEARETECH
Registration Number:	2683501	YEARTRACK
Registration Number:	1813984	MEMORY BOOK COMPANY
Registration Number:	2398609	MERIDIAN
Registration Number:	2988519	MEMORY MEMORY BOOK COMPANY
Registration Number:	2605600	CELEBRATION OF EXCELLENCE
Registration Number:	1040949	NEFF
Registration Number:	2521651	RIM POINT
Registration Number:	2523932	LEADER
Registration Number:	2785921	LITHOFOIL
Registration Number:	2954154	INTERACTIVE ILLUSION
Registration Number:	2964496	VIBRAMOTION
Registration Number:	2138992	PHOENIX COLORNET
Registration Number:	2309062	YES! IS THE ANSWER. WHAT IS THE QUESTION?
Registration Number:	2316059	YES! IS THE ANSWER. WHAT IS THE QUESTION?
Registration Number:	1487113	SCENT-SATIONAL
Registration Number:	2426365	DIRECT 2 PRINT DIGITAL SYSTEM BECAUSE IT'S A DIGITAL WORLD

Registration Number:	3011905	BASEONE
Registration Number:	3071420	VARICHROME
Registration Number:	3104535	INNOVATION. COVER TO COVER.
Serial Number:	76274365	ACTISEAL
Serial Number:	76389260	BEAUTIDUET
Serial Number:	76389259	BEAUTIPAK
Serial Number:	78378865	KISS-A-PEEL
Serial Number:	78362167	ACHIEVER
Serial Number:	76520893	JOSTENS
Serial Number:	78362438	DESIGN-A-SIDES
Serial Number:	78362422	FIRERAY
Serial Number:	78147996	GRAD TRACK
Serial Number:	78362160	HERITAGE
Serial Number:	78313797	LIFE XPRESSIONS
Serial Number:	78362234	LUMINA
Serial Number:	78362246	LUSTRIUM
Serial Number:	76532736	MEMORIES DIRECT ONLINE
Serial Number:	76429901	MILESTONES
Serial Number:	78319425	MOBILE IMAGEBASE
Serial Number:	78362266	MOONSTRUCK
Serial Number:	78362253	NUANCE
Serial Number:	78362229	PROMINENCE
Serial Number:	78362427	QUADRA
Serial Number:	78362261	SEASONS
Serial Number:	78362177	SIGNATURE
Serial Number:	78138235	SILVER ELITE
Serial Number:	78307123	STATUS TASSEL
Serial Number:	78362173	VOICE

**CORRESPONDENCE DATA**

Fax Number: (866)826-5420  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 3016380511  
Email: ipresearchplus@comcast.net  
Correspondent Name: IP Research Plus, Inc.  
Address Line 1: 21 Tadcaster Circle  
Address Line 2: Attn: Penelope J.A. Agodoa

**TRADEMARK**  
**REEL: 004295 FRAME: 0005**

Address Line 4: Waldorf, MARYLAND 20602

ATTORNEY DOCKET NUMBER:

36173

NAME OF SUBMITTER:

Penelope J.A. Agodoa

Signature:

/pja/

Date:

10/13/2010

Total Attachments: 11

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TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARK RIGHTS, dated as of September 22, 2010 (this "***Termination and Release***"), by CREDIT SUISSE AG (formerly known as Credit Suisse First Boston), as Administrative Agent (as defined below). Capitalized terms used herein and not otherwise defined shall have the meanings assigned to such terms in the Credit Agreement or the Security Agreement, as applicable, referred to below.

A. Reference is made to (i) the Credit Agreement dated as of October 4, 2004 (as amended, supplemented or otherwise modified from time to time, the "***Credit Agreement***"), among Visant Secondary Holdings Corp. (formerly known as Jostens Secondary Holdings Corp., "***Holdings***"), Visant Corporation (formerly known as Jostens IH Corp., the "***Borrower***"), the lenders from time to time party thereto (the "***Lenders***"), Credit Suisse AG (formerly known as Credit Suisse First Boston), as administrative agent (in such capacity, the "***Administrative Agent***") and Credit Suisse AG, Toronto Branch, as Canadian administrative agent, (ii) the Security Agreement dated as of October 4, 2004 (as amended, supplemented or otherwise modified from time to time, the "***Security Agreement***"), among Holdings, the Borrower, the subsidiaries of Holdings party thereto (the "***Subsidiary Grantors***" and, together with Holdings and the Borrower, the "***Grantors***") and the Administrative Agent and (iii) the Trademark Security Agreement dated October 4, 2004 (the "***Trademark Security Agreement***"), among the Grantors and the Administrative Agent (such documents set forth in clauses (i) through (iii), the "***Security Agreements***").

B. Pursuant to the Security Agreements the Grantors granted a security interest to the Administrative Agent, for the benefit of the Secured Parties, in certain collateral, including the trademarks of the Grantors set forth on Schedule I hereto (the "***Trademarks***"), which security interest was recorded with the United States Patent & Trademark Office on October 4, 2004 at Reel 3070 and Frame 0712; October 17, 2007 at Reel 3642 and Frame 0113 and April 5, 2007 at Reel 3527 and Frame 0348; April 2, 2008 at Reel 3751 and Frame 0969; September 22, 2006 at Reel 3398 and Frame 0057; and June 25, 2007 at Reel 3575 and Frame 0565.

C. In connection with the repayment of all Indebtedness and the termination of all Commitments under the Credit Agreement, and the release of security interests under the Credit Documents, the Grantors have informed the Administrative Agent of their desire to obtain the release of all right, title and interest of the Administrative Agent, the Secured Parties and each other grantee or beneficiary in and to the Trademarks granted under the Security Agreements.

Accordingly, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, all of the Administrative Agent's right, title and interest (including, without limitation, security interests) in and to the Trademarks shall hereby automatically terminate as provided in the Security Agreements,

and the Administrative Agent hereby terminates, releases and discharges its security interests in the Trademarks.

The Administrative Agent hereby agrees to duly execute, acknowledge, procure and deliver any further documents and to do such other acts as may be reasonably necessary to effect the release of the security interests contemplated hereby.

THIS TERMINATION AND RELEASE SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK AND SHALL BE BINDING UPON THE ADMINISTRATIVE AGENT'S REPRESENTATIVES, SUCCESSORS, ASSIGNS AND TRANSFEREES.

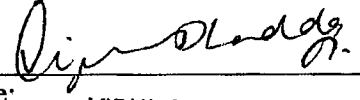
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IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be duly executed as of the day and year first above written.

CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH, as Administrative Agent,

By   
Name: MIKHAIL FAYBUSOVICH  
Title: VICE PRESIDENT

By   
Name: VIPUL DHADDA  
Title: ASSOCIATE

Schedule I

**Trademarks**

I. Trademarks

See attached.

II. Trademark Applications

See attached.

III. Trademark Licenses

See attached.

## TRADEMARKS

**Reel/Frame 3070/0712**

<b>Owner</b>	<b>Mark</b>	<b>Serial No.</b>	<b>Reg. No.</b>
AKI, INC	ACTISEAL	76/274,365	
AKI, INC	ARCADE	75/976,095	2,078,154
AKI, INC	ARCADE	74/598,794	1,928,276
AKI, INC	BEAUTIDUET	76/389,260	
AKI, INC	BEAUTIPAK	76/389,259	
AKI, INC	BEAUTISEAL	75/223,162	2,291,333
AKI, INC	BEAUTITOUCH	75/801,799	2,594,951
AKI, INC	DISCOVER	74/368,319	1,930,422
AKI, INC	FRAGRANCE BURST	73/672,532	1,476,848
AKI, INC	KISS-A-PEEL	78/378,865	
AKI, INC	LIPSEAL	75/530,810	2,468,163
AKI, INC	LIQI-SEAL	75/077,920	2,300,214
AKI, INC	LIQUATOUCH	75/304,811	2,290,443
AKI, INC	MICROFRAGRANCE	72/364,199	913,585
AKI, INC	POWDATOUCH	75/318,614	2,289,332
AKI, INC	SCENT SEAL	74/161,517	1,849,234
AKI, INC	SCENTSTRIP	364,064	1,257,538
AKI, INC	SCENTSTRIP (stylized)	73/612,896	1,468,241
AKI, INC	SELECTASHADE	76/389,262	2,780,432
AKI, INC	SHADE A PEEL	75/421,117	2,355,845
AKI, INC	SHADESEAL	75/385,865	2,263,695
AKI, INC	SMELL THE TASTE	75/223,160	2,221,966
AKI, INC	SMELL THE TASTE	75/241,268	2,234,968
AKI, INC	SURESHADE	75/398,058	2,361,115
AKI, INC	TOUCHDOWN	75/681,368	2,420,010
JOSTENS, INC.	ACHIEVER	78/362167	
JOSTENS, INC.	AMERICA'S CLASS RING	73/467042	1413282
JOSTENS, INC.	CHAMPIONS OF THE COMMUNITY	76/405859	2859386

<b>Owner</b>	<b>Mark</b>	<b>Serial No.</b>	<b>Reg. No.</b>
JOSTENS, INC.	CIRCLE LOGO	76/520893	
JOSTENS, INC.	CIRCLE LOGO	75/912441	2406471
JOSTENS, INC.	DESIGN-A-SIDES	78/362438	
JOSTENS, INC.	FASHION CREST	73/620891	1437968
JOSTENS, INC.	FIRERAY	78/362422	
JOSTENS, INC.	GLOWTOUCH	75/520703	2411149
JOSTENS, INC.	GOLD LANCE	76/383149	2672014
JOSTENS, INC.	GOLD LANCE GL	76/383148	2822169
JOSTENS, INC.	GRAD FINALE	78/138463	2740442
JOSTENS, INC.	GRAD GRAM	73/554809	1418322
JOSTENS, INC.	GRAD TRACK	78/147996	
JOSTENS, INC.	HEAR THE YEAR	75/520704	2307190
JOSTENS, INC.	HERITAGE	78/362160	
JOSTENS, INC.	HOME	76/405858	2683503
JOSTENS, INC.	HOME ORDERING MADE EASY	76/507792	2822778
JOSTENS, INC.	IT PAYS	76/140688	2490716
JOSTENS, INC.	J and design	71/355839	323479
JOSTENS, INC.	JOSTENS	71/529468	504577
JOSTENS, INC.	JOSTENS	75/820874	2381423
JOSTENS, INC.	JOSTENS DIRECT SOLUTIONS	76/405857	2683502
JOSTENS, INC.	JOSTENS IMAGEBASE	75/027141	2444613
JOSTENS, INC.	JOSTENS NETLIKE	75/885877	2613151
JOSTENS, INC.	JOSTENS RENAISSANCE and design	75/696590	2430809
JOSTENS, INC.	LIFE XPRESSIONS	78/313797	
JOSTENS, INC.	LUMINA	78/362234	
JOSTENS, INC.	LUSTRIUM	78/362246	
JOSTENS, INC.	LX	78/130766	2851875
JOSTENS, INC.	MEMORIES DIRECT ONLINE	76/399960	2761047
JOSTENS, INC.	MEMORIES DIRECT ONLINE logo	76/532736	
JOSTENS, INC.	MEMORY EXPRESS	75/080647	2043451
JOSTENS, INC.	MILESTONES	76/429901	

<b>Owner</b>	<b>Mark</b>	<b>Serial No.</b>	<b>Reg. No.</b>
JOSTENS, INC.	MOBILE IMAGEBASE	78/319425	
JOSTENS, INC.	MONTREUX	73/827256	1629083
JOSTENS, INC.	MOONSTRUCK	78/362266	
JOSTENS, INC.	NUANCE	78/362253	
JOSTENS, INC.	PANELXPRESS	75/119892	2052810
JOSTENS, INC.	PROMINENCE	78/362229	
JOSTENS, INC.	QUADRA	78/362427	
JOSTENS, INC.	RENAISSANCE	75/696511	2332698
JOSTENS, INC.	SAFE HAVEN	76/318745	2567458
JOSTENS, INC.	SEASONS	78/362261	
JOSTENS, INC.	SIGNATURE	78/362177	
JOSTENS, INC.	SILVER ELITE	78/138235	
JOSTENS, INC.	STATUS TASSEL	78/307123	
JOSTENS, INC.	STUDIO 1 stylized	73/754856	1544345
JOSTENS, INC.	TRADEWINDS	74/592875	1929842
JOSTENS, INC.	VOICE	78/362173	
JOSTENS, INC.	WHAT'S UP	76/244753	2685513
JOSTENS, INC.	WORLD BEAT	74/693377	2015074
JOSTENS, INC.	WRITE NOW!	75/901991	2493508
JOSTENS, INC.	YEARTECH	73/745149	1543062
JOSTENS, INC.	YEARTRACK	76/405856	2683501

**Reel/Frame: 3642/0113**

<b>Owner</b>	<b>Mark</b>	<b>Serial No.</b>	<b>Reg. No.</b>
Memory Book Acquisition LLC D/B/A Memory Book Company	MEMORY BOOK COMPANY	74291360	1,813,984
Memory Book Acquisition LLC D/B/A Memory Book Company	MERIDIAN	75624028	2,398,609
Memory Book Acquisition LLC D/B/A Memory Book Company	MEMORY MEMORY BOOK COMPANY	76559385	2,988,519

**Reel/Frame: 3527/0348**

<b>Owner</b>	<b>Mark</b>	<b>Serial No.</b>	<b>Reg. No.</b>
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Neff Motivation, Inc.	CELEBRATION OF EXCELLENCE	76122974	2605600
Neff Motivation, Inc.	NEFF	73058271	1,040,949
Neff Motivation, Inc.	RIM POINT	75797474	2,521,651
Neff Motivation, Inc.	LEADER	75707003	2,523,932

**Reel/Frame: 3751/0969**

Owner	Mark	Serial No.	Reg. No.
Phoenix Color Corp.	LITHOFOIL	76464092	2,785,921
Phoenix Color Corp.	INTERACTIVE ILLUSION	76484882	2,954,154
Phoenix Color Corp.	VIBRAMOTION	76484874	2,964,496
Phoenix Color Corporation	PHOENIX COLORNET	75256214	2,138,992
Phoenix Color Corporation	YES! IS THE ANSWER. WHAT IS THE QUESTION?	75582676	2,309,062
Phoenix Color Corporation	YES! IS THE ANSWER. WHAT IS THE QUESTION?	75582677	2,316,059

**Reel/Frame: 3398/0057**

Owner	Mark	Serial No.	Reg. No.
Spice Acquisition Corp.	SCENT-SATIONAL	73634908	1,487,113

**Reel/Frame: 3575/0565**

Owner	Mark	Serial No.	Reg. No.
Visual Systems, Inc.	DIRECT 2 PRINT DIGITAL SYSTEM BECAUSE IT'S A DIGITAL WORLD	75757948	2,426,365
Visual Systems, Inc.	BASEONE	76597108	3,011,905
Visual Systems, Inc.	VARICHROME	76484805	3,071,420
Visual Systems, Inc.	INNOVATION. COVER TO COVER.	76629330	3,104,535