

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
General Electric Capital Corporation		12/20/2010	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Vertis, Inc.
Street Address:	250 West Pratt Blvd., 18th Floor
City:	Baltimore
State/Country:	MARYLAND
Postal Code:	21201
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 67**

Property Type	Number	Word Mark
Registration Number:	2402202	
Registration Number:	2076167	
Registration Number:	1019044	W
Registration Number:	2598314	ACE/AD CREATION ENGINE
Registration Number:	2202621	ADOUT
Registration Number:	2612100	AT THE CENTER OF ADVERTISING INNOVATION
Registration Number:	2089007	BIG FLOWER PRESS
Registration Number:	2075502	BIG FLOWER PRESS
Registration Number:	2145675	COLORSTREAM
Registration Number:	2151694	CS COLORSTREAM
Registration Number:	1399072	CRAIGBOND
Registration Number:	1883229	CRAIGCOAT
Registration Number:	2427301	CRAIGCURE
Registration Number:	1889538	CRAIGLAM

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**900179672**

**TRADEMARK**  
**REEL: 004437 FRAME: 0232**

Registration Number:	1388698	CRAIGSEAL
Registration Number:	1938057	CRAIGSOLVE
Registration Number:	2435165	DELIVERING ADVANCED MARKETING SOLUTIONS
Registration Number:	2479419	DIGITANGO
Registration Number:	2623127	IC2
Registration Number:	2078842	INNERLOGIC
Registration Number:	2464285	KEY COMMANDO
Registration Number:	2374340	LASER TECH COLOR
Registration Number:	2596463	LIQUID GRAPHIX
Registration Number:	2325579	LTC
Registration Number:	2493478	LTC GROUP
Registration Number:	2236494	NEWSPAPER INSERTS THAT DELIVER
Registration Number:	2333920	NEWSPAPER MARKET REACH
Registration Number:	2354244	NEWSPAPER MARKET REACH
Registration Number:	1733644	PACIFIC COLOR
Registration Number:	2399242	POWERCOLOR
Registration Number:	2572436	REACH AMERICA
Registration Number:	2312257	REACHAMERICA
Registration Number:	1476776	REPLICOLOR
Registration Number:	1487113	SCENT-SATIONAL
Registration Number:	2324778	TARGET REACH
Registration Number:	2486435	TARGET REACH
Registration Number:	2423643	TARGET ZONE
Registration Number:	2236491	TARGETED INSERTS THAT DELIVER
Registration Number:	2278839	TC ADVERTISING
Registration Number:	2277277	TC ADVERTISING
Registration Number:	2694387	TC ADVERTISING
Registration Number:	2460948	TC LOGISTICS SERVICES
Registration Number:	2481709	TCAIMS
Registration Number:	2425136	THESPECDEPT.COM
Registration Number:	2436243	TOTAL PAPER SUPPLY
Registration Number:	2668649	TREASURE CHEST ADVERTISING
Registration Number:	2275473	UFO
Registration Number:	2594688	UV ULTRACOOOL
Registration Number:	2622888	VERTIS

Registration Number:	2614501	V VERTIS
Registration Number:	2238436	VISION BANK
Registration Number:	2404664	VIXCON
Registration Number:	2273508	VIXNET VIRTUAL IMAGING XTRANET
Registration Number:	1016544	WEBCRAFT
Registration Number:	2794646	ADNEXUS
Registration Number:	2797513	CUSTOMER FOCUS
Registration Number:	2898080	ENKLAVMERCHANT
Registration Number:	2855066	ENKLAVPUBLISHER
Registration Number:	2953036	ENKLAVTDW
Registration Number:	2936789	ENKLAVVISION
Registration Number:	3151470	ENKLAVVOICE
Registration Number:	2877015	INSERTS2ONLINE
Registration Number:	2800699	VERTIS
Registration Number:	2831190	Z-CLING
Serial Number:	78147121	CATALOGS2ONLINE
Serial Number:	78147127	COUPONS2ONLINE
Serial Number:	76084693	NEWSPAPER PROMOTIONS THAT DELIVER

**CORRESPONDENCE DATA**

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ATTORNEY DOCKET NUMBER:	695320/19
NAME OF SUBMITTER:	Rebecca Silberberg
Signature:	/Rebecca Silberberg/
Date:	12/23/2010

Total Attachments: 7  
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**RELEASE OF SECURITY INTEREST  
IN PATENT AND TRADEMARK COLLATERAL**

This RELEASE OF SECURITY INTEREST IN PATENT AND TRADEMARK COLLATERAL, dated as of December 20, 2010 (the "Release"), is made by General Electric Capital Corporation a Delaware corporation with a place of business at 335 Madison Avenue, 12th Floor, New York, New York 10017, as Collateral Agent ("GECC") (successor-in-interest to JPMorgan Chase Bank to the Security Interest (as defined below)) in favor of Vertis, Inc. (as successor by merger to Printco, Inc.), a Delaware corporation located at 250 West Pratt Blvd., 18<sup>th</sup> Floor, Baltimore, Maryland 21201 ("Vertis") as follows:

**W I T N E S S E T H**

WHEREAS, Printco, Inc., a Michigan corporation ("Printco") granted to JPMorgan Chase Bank, as Collateral Agent, pursuant to that certain Assignment of Security Interest in Certain Patents and Trademarks, dated as of June 13, 2003, and recorded with the United States Patent and Trademark Office Assignments Division on June 20, 2003 at Reel/Frame No. 2763/0532 and Reel/Frame No. 014235/0269, a security interest in (i) all of Printco's right, title and interest in and to the trademarks, trademark registrations and trademark applications (the "Marks") set forth on Schedule B attached thereto; (ii) all of Printco's right, title and interest in and to the patents and patent applications (the "Patents") set forth on Schedule A attached thereto, in each case together with (iii) all Proceeds (as such term is defined in the Security Agreement referred to below) of the Marks and Patents, (iv) the goodwill of the businesses with which the Marks are associated and, (v) all causes of action arising prior to or after the date thereof for infringement of any of the Marks and Patents or unfair competition regarding the same (collectively, the "Security Interest");

WHEREAS, the Assignment of Security Interest in Certain Patents and Trademarks was made to secure the satisfactory performance and payment of all the Obligations of Printco, as such term is defined in the Security Agreement, among Printco, the other assignors from time to time party thereto and the Collateral Agent, dated as of December 7, 1999 and amended and restated as of June 6, 2003 (as so amended and restated and as the same may be further amended, restated, modified and/or supplemented from time to time, the "Security Agreement");

WHEREAS, GECC succeeded JPMorgan Chase Bank as Collateral Agent and executed that certain Assignment of Trademark Security Agreement, dated December 22, 2004 where such assignment was recorded with the United States Patent and Trademark Office on January 5, 2005 at Reel/Frame No. 3005/ 0677 ("Assignment Agreement") and on July 29, 2010 at Reel/Frame No. 4250/0113;

WHEREAS, pursuant to the Assignment Agreement, JPMorgan Chase Bank assigned, transferred, and conveyed to GECC, its successors, legal representatives and assigns, and GECC did accept, all of JP Morgan Chase Bank's right, title, and interest in and to the SECURITY INTEREST in all jurisdictions;

WHEREAS, Printco merged with and into Vertis on December 31, 2005, where such merger was recorded with the United States Patent and Trademark Office on February 13, 2006 at Reel/Frame No. 3245/0954;

WHEREAS, certain patents were released at Reel/Frame No. 021824/0545 by JPMorgan Chase Bank to Vertis on November 13, 2008;

WHEREAS, GECC acknowledges full payment, complete performance and satisfaction of all obligations pursuant to the Security Agreement have been made; and

WHEREAS, GECC has agreed to release its security interest in and to the Security Interest, including without limitation the trademarks, and all applications and registrations therefor set forth in Schedule A attached hereto and incorporated herein by reference.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

GECC hereby terminates, releases and discharges fully its security interest in, and any right, title and interest in and to, the Security Interest, including but not limited to the without limitation the trademarks set forth in Schedule A and Schedule B hereto, and reassigns and transfers any right, title and interest that GECC may have in the Security Interest to Vertis.

GECC hereby authorizes Vertis or Vertis' authorized representative to (i) record this Release with the United States Patent and Trademark Office, (ii) file UCC Financing Statement Amendments with the applicable filing office in order to memorialize the release of any security interest of GECC in the Security Interest, and/or (iii) otherwise record or file this Release in the applicable governmental office or agency.

GECC further agrees to execute and deliver to Vertis any and all further documents and instruments, and do any and all further acts which Vertis (or its agents or designees) reasonably requests (at Vertis' sole cost and expense) in order to confirm this Release and Vertis' right, title, and interest in or to the Security Interest.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, GECC has executed this Release as of the 20<sup>th</sup> day of  
December, 2010.

**GENERAL ELECTRIC CAPITAL  
CORPORATION**

By: \_\_\_\_\_



Name: Daniel T. Eubanks

Title: Duly Authorized Signatory

[Release of Security Interest in Trademark Collateral – Reel/Frame No. 2763/0532]

**TRADEMARK  
REEL: 004437 FRAME: 0238**

**SCHEDULE A  
TO  
RELEASE OF SECURITY INTEREST  
Reel/Frame: 2763/0532**

**Marks**

**Registrations:**

<b>Owner</b>	<b>Country</b>	<b>S.R. File No.</b>	<b>Registration No. Registration Date</b>	<b>Description</b>
Printco., Inc.	U.S.	4081-39	2,402,202 11/07/2000	Globe and Lightning Bolt Logo
Printco., Inc.	U.S.	4081-85	2,076,167 07/01/1997	Dot in Circle Design
Printco., Inc.	U.S.	4081-90	1,019,044 08/26/1975	Stylized W
Printco., Inc.	U.S.	4081-70	2,598,314 07/23/2002	ACE/AD CREATION ENGINE
Printco., Inc.	U.S.	4081-65	2,202,621 11/10/98	ADOUT
Printco., Inc.	U.S.	4081-102	2612100 08/27/2002	AT THE CENTER OF ADVERTISING INNOVATION
Printco., Inc.	U.S.	4801-62	2,089,007 08/19/1997	BIG FLOWER PRESS
Printco., Inc.	U.S.	4081-61	2,075,502 07/01/1997	BIG FLOWER PRESS and Design
Printco., Inc.	U.S.	4081-76	2,145,675 03/24/1998	COLORSTREAM
Printco., Inc.	U.S.	4081-77	2,151,694 04/21/1998	COLORSTREAM and Design
Printco., Inc.	U.S.	4801-78	1,399,072 07/01/1986	CRAIGBOND
Printco., Inc.	U.S.	4081-79	1,883,229 03/14/1995	CRAIGCOAT
Printco., Inc.	U.S.	4081-84	2,427,301 02/06/2001	CRAIGCURE
Printco., Inc.	U.S.	4081-80	1,889,538 04/18/1995	CRAIGLAM
Printco., Inc.	U.S.	4081-82	1,388,698 04/08/1986	CRAIGSEAL
Printco., Inc.	U.S.	4081-83	1,938,057 11/28/2995	CRAIGSOLVE



Printco., Inc.	U.S.	4081-40	2435165 03/13/2001	DELIVERING ADVANCED MARKETING SOLUTIONS
Printco., Inc.	U.S.	4081-100	2,479,419 08/21/2001	DIGITANGO
Printco., Inc.	U.S.	4081-99	2,623,127 09/24/2002	IC2
Printco., Inc.	U.S.	4081-97	2,078,842 07/15/1997	INNERLOGIC
Printco., Inc.	U.S.	4081-66	2,464,285 06/26/2001	KEY COMMANDO
Printco., Inc.	U.S.	4081-94	2,374,340 08/08/2000	LASER TECH COLOR
Printco., Inc.	U.S.	4051-7	2,596,463 07/23/2002	LIQUID GRAPHIX
Printco., Inc.	U.S.	4081-93	2,325,579 03/07/2000	LTC
Printco., Inc.	U.S.	4081-96	2,493,478 09/25/2001	LTC GROUP
Printco., Inc.	U.S.	4081-17	2,236,494 4/6/99	NEWSPAPER INSERTS THAT DELIVER
Printco., Inc.	U.S.	4081-26	2,333,920  03/21/2000	NEWSPAPER MARKET RESEARCH
Printco., Inc.	U.S.	4081-25	2,354,244  05/30/2000  Supplemental Registration	NEWSPAPER MARKET REACH
Printco., Inc.	U.S.	4081-122	1,733,644 11/17/1992	PACIFIC COLOR
Printco., Inc.	U.S.	4081-101	2,399,242 10/31/2000	POWERCOLOR
Printco., Inc.	U.S.	4081-14	2,572,436 5/28/2002	REACH AMERICA
Printco., Inc.	U.S.	4081-23	2,312,257 01/25/2000	REACHAMERICA
Printco., Inc.	U.S.	4081-86	1,476,776 02/16/1988	REPLICOLOR
Printco., Inc.	U.S.	4081-87	1,487,113 05/03/1988	SCENT-SATIONAL
Printco., Inc.	U.S.	4081-33	2,324,778 02/29/2000	TARGET REACH

Printco., Inc.	U.S.	4081-15	2,486,435 9/11/2001	TARGET REACH
Printco., Inc.	U.S.	4081-27	2,423,643 01/23/2001	TARGET ZONE
Printco., Inc.	U.S.	4081-18	2,236,491 4/6/99	TARGETED INSERTS THAT DELIVER
Printco., Inc.	U.S.	4081-29	2,278,839 9/21/99	TC ADVERTISING
Printco., Inc.	U.S.	4081-32	2,277,277 9/14/99	TC ADVERTISING
Printco., Inc.	U.S.	4081-38	2,694,387 03/11/2003	TC ADVERTISING and Design
Printco., Inc.	U.S.	4081-12	2,460,948 06/19/2001	TC LOGISTICS SERVICES
Printco., Inc.	U.S.	4081-43	2,481,709 08/28/2001	TCAIMS
Printco., Inc.	U.S.	4081-73	2,425,136 01/20/2001	THESPECDEPT.COM
Printco., Inc.	U.S.	4081-3	2,436,243 03/20/2001	TOTAL PAPER SUPPLY
Printco., Inc.	U.S.	4081-115	2,668,649 12/31/2002	TREASURE CHEST ADVERTISING
Printco., Inc.	U.S.	4081-121	2,275,473 09/07/99	UFO
Printco., Inc.	U.S.	4081-91	2,594,688 07/16/2002	UV ULTRACOOOL
Printco., Inc.	U.S.	4081-54-1	2,622,888 09/24/2002	VERTIS
Printco., Inc.	U.S.	4081-58	2614501 09/03/2002	VERTIS and V Design
Printco., Inc.	U.S.	4081-95	2,238,436 04/13/99	VISION BANK
Printco., Inc.	U.S.	4081-103	2,404,664 11/14/2000	VIXCON
Printco., Inc.	U.S.	4051-5	2,273,508 08/31/99	VIXNET VIRTUAL IMAGING XTRANET
Printco., Inc.	U.S.	4081-88	1,016,544 07/22/1975	WEBCRAFT
Printco., Inc.	U.S.	4081-124	2,794,646 12/16/2003	ADNEXUS
Printco., Inc.	U.S.	4081-128	2,797,513 12/23/2003	CUSTOMER FOCUS
Printco., Inc.	U.S.	4081-133	2,898,080 10/26/2004	ENKLAVMERCHANT
Printco.,	U.S.	4081-132	2,855,066	ENKLAVPUBLISHER

Inc.			06/15/2004	
Printco., Inc.	U.S.	4081-129	2,953,036 05/17/2005	ENKLAVTDW
Printco., Inc.	U.S.	4081-130	2,936,789 03/29/2005	ENKLAVVISION
Printco., Inc.	U.S.	4081-131	3,151,470 10/03/2006	ENKLAVVOICE
Printco., Inc.	U.S.	4081-126	2,877,015 08/24/2004	INSERTS2ONLINE
Printco., Inc.	U.S.	4081-54	2,800,699 12/30/2003	VERTIS
Printco., Inc.	U.S.	4081-105	2,831,190 04/13/2004	Z-CLING

**Applications:**

Owner	Country	S.R. File No.	Application No. Application Date	Description
Printco., Inc.	U.S.	4081-125	78/147121 07/24/2002	CATALOGS2ONLINE
Printco., Inc.	U.S.	4081-127	78/147127 07/24/2002	COUPONS2ONLINE
Printco., Inc.	U.S.	4081-52	76/084,693 07/06/2000	NEWSPAPER PROMOTIONS THAT DELIVER

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