

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT											
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY											
CONVEYING PARTY DATA												
<table border="1"><thead><tr><th>Name</th><th>Formerly</th><th>Execution Date</th><th>Entity Type</th></tr></thead><tbody><tr><td>General Electric Capital Corporation (successor-in-interest to JP Morgan Chase Bank, formerly Chase Manhattan Bank)</td><td></td><td>12/20/2010</td><td>CORPORATION: DELAWARE</td></tr></tbody></table>	Name	Formerly	Execution Date	Entity Type	General Electric Capital Corporation (successor-in-interest to JP Morgan Chase Bank, formerly Chase Manhattan Bank)		12/20/2010	CORPORATION: DELAWARE				
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General Electric Capital Corporation (successor-in-interest to JP Morgan Chase Bank, formerly Chase Manhattan Bank)		12/20/2010	CORPORATION: DELAWARE									
RECEIVING PARTY DATA												
Name:	Vertis, Inc. (as successor by merger to Printco, Inc.)											
Street Address:	250 West Pratt Blvd., 18th Floor											
City:	Baltimore											
State/Country:	MARYLAND											
Postal Code:	21201											
Entity Type:	CORPORATION: DELAWARE											
PROPERTY NUMBERS Total: 2												
<table border="1"><thead><tr><th>Property Type</th><th>Number</th><th>Word Mark</th></tr></thead><tbody><tr><td>Registration Number:</td><td>2962038</td><td>THE CENTER OF TARGETED ADVERTISING AND MARKETING</td></tr><tr><td>Registration Number:</td><td>2946178</td><td>RIGHT PRODUCT RIGHT TIME</td></tr></tbody></table>	Property Type	Number	Word Mark	Registration Number:	2962038	THE CENTER OF TARGETED ADVERTISING AND MARKETING	Registration Number:	2946178	RIGHT PRODUCT RIGHT TIME			
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Registration Number:	2962038	THE CENTER OF TARGETED ADVERTISING AND MARKETING										
Registration Number:	2946178	RIGHT PRODUCT RIGHT TIME										
CORRESPONDENCE DATA												
Fax Number:	(917)777-4104											
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>												
Phone:	212-735-3000											
Email:	kellie.weilbrenner@skadden.com											
Correspondent Name:	Skadden, Arps, Slate, Meagher & Flom LLP											
Address Line 1:	Four Times Square											
Address Line 2:	Attn: Rebecca Silberberg, Esq.											
Address Line 4:	New York, NEW YORK 10036											
ATTORNEY DOCKET NUMBER:	695320/19											

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TRADEMARK  
REEL: 004440 FRAME: 0887

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NAME OF SUBMITTER:	Rebecca Silberberg
Signature:	/Rebecca Silberberg/
Date:	12/23/2010
<p>Total Attachments: 4 source=nyc3-780756-1#page1.tif source=nyc3-780756-1#page2.tif source=nyc3-780756-1#page3.tif source=nyc3-780756-1#page4.tif</p>	

**RELEASE OF SECURITY INTEREST  
IN TRADEMARK COLLATERAL**

This RELEASE OF SECURITY INTEREST IN 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, NY 10017 as Collateral Agent ("GECC"), 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 JP Morgan Chase Bank, as Collateral Agent, a security interest in and to, among other items, the trademarks and service marks listed on the annexed Schedule A, for which applications for registration and registrations were issued by or pending with the United States Patent and Trademark Office, and the goodwill of the business symbolized thereby and associated therewith (the "Collateral");

WHEREAS, GECC succeeded JP Morgan Chase Bank as Collateral Agent;

WHEREAS, Printco and GECC entered into that certain Credit Agreement dated as of December 20, 2004 (the "Credit Agreement");

WHEREAS, Printco and GECC entered into that certain Assignment For Security (Trademarks) agreement dated December 20, 2004 ("Assignment For Security (Trademarks)");

WHEREAS, the Assignment For Security was recorded with the United States Patent and Trademark Office on January 5, 2005 at Reel/Frame No. 3005/0671;

WHEREAS, pursuant to the Assignment For Security (Trademarks), Printco pledged, conveyed, sold, assigned, transferred and set over unto GECC a continuing security interest in the Collateral to secure the prompt payment, performance and observance of the Obligations (as defined in the Credit Agreement);

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, GECC acknowledges full payment, complete performance and satisfaction of all obligations pursuant to the Credit Agreement and the Assignment For Security (Trademarks) have been made; and

WHEREAS, GECC agreed to release its security interest in and to the Collateral, 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 Collateral, including but not limited to the trademarks set forth in Schedule A, and reassigns and transfers any right, title and interest that GECC may have in the Collateral 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 Collateral, 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 Collateral.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, GECC has caused this Release to be executed by its duly authorized representative as of December 20<sup>th</sup>, 2010.

**GENERAL ELECTRIC CAPITAL  
CORPORATION**

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



Name: Daniel T. Eubanks

Title: Duly Authorized Signatory

[Release of Security Interest in Trademark Collateral – Reel/Frame No. 3005/0671]

**SCHEDULE A  
TO  
RELEASE OF SECURITY INTEREST  
IN TRADEMARK COLLATERAL  
Reel/Frame: 3005/0671**

Owner	Country	S.R. File No.	App. No.	Reg. No.	Description
			App. Date	Reg. Date	
PrintCo., Inc.	U.S.	4081-135	78/270983	2,962,038	THE CENTER OF TARGETED ADVERTISING AND MARKETING
			07/07/2003	6/14/2005	
PrintCo., Inc.	U.S.	4081-137	78/408134	2,946,178	RIGHT PRODUCT RIGHT TIME
			04/26/2004	05/03/2005	

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**RECORDED: 12/23/2010**

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REEL: 004440 FRAME: 0892**