

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Trademark Security Interest (original Grant recorded on July 25, 2008 at Reel/Frame:003822/0893)		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Seidler North, L.P.		03/31/2011	LIMITED PARTNERSHIP:
RECEIVING PARTY DATA			
Name:	Magnet, LLC		
Street Address:	#7 Chamber Drive		
City:	Washington		
State/Country:	MISSOURI		
Postal Code:	63090		
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	1550945	MAGNETIC STATEMENTS	
Registration Number:	1643849	WE ATTRACT BUSINESS	
Registration Number:	1831384	PROFESSIONAL TOWEL MILLS	
Registration Number:	1807609	PROFESSIONAL TOWEL LINE	
Registration Number:	1830941	THE NATURAL	
Registration Number:	1971962	PHONECARD EXPRESS	
Registration Number:	2124521	TOWEL N' TOTE	
Registration Number:	2385373	PHONECARD EXPRESS	
Registration Number:	2593203	THE INTERNET PHONECARD	
Registration Number:	2618811	VAGABOND	
Serial Number:	77472157	RAZ R BY MM MAGNET 4 MEDIA THE CUTTING EDGE IN PROMOTIONAL MAGNETS	
Registration Number:	2765955	THE BAG FACTORY	
Registration Number:	3303331	INNOVATIONS	

900188109

TRADEMARK
 REEL: 004512 FRAME: 0837

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Registration Number:	3218904	EZ FEED
Registration Number:	3118550	MAGNETS 4 MEDIA
Registration Number:	3277699	THE BOSS

CORRESPONDENCE DATA

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 S. Hope Street

Address Line 2: O'Melveny & Myers LLP

Address Line 4: Los Angeles, CALIFORNIA 90071

ATTORNEY DOCKET NUMBER:	(532,443-002)
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NAME OF SUBMITTER:	Gina M. Durham
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Signature:	/Gina M. Durham/
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Date:	03/31/2011
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Total Attachments: 3

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RELEASE OF TRADEMARK SECURITY INTEREST

This Release of Trademark Security Interest (this “**Release**”) is dated as of March 31, 2011. Reference is hereby made to the Grant of Trademark Security Interest (the “**Grant**”), dated as of July 18, 2008, by and between, Magnet, LLC (the “**Assignor**”) and Seidler North, L.P. (the “**Assignee**”) recorded with the United States Patent and Trademark Office on July 25, 2008 at Reel/Frame: 003822/0893.


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]

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.

SEIDLER NORTH, L.P.

By: Omnibus GP, LLC, its General Partner

By: 
Name: Eric Kutsenda
Title: Vice President

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

US Trademarks:

1	Serial # : <u>73762144</u> Mark: MAGNETIC STATEMENTS	Filing Dt: 11/07/1988	Reg # : <u>1550945</u>	Reg. Dt: 08/08/1989
2	Serial # : <u>74066572</u> Mark: WE ATTRACT BUSINESS	Filing Dt: 06/07/1990	Reg # : <u>1643849</u>	Reg. Dt: 05/07/1991
3	Serial # : <u>74349677</u> Mark: PROFESSIONAL TOWEL MILLS	Filing Dt: 01/19/1993	Reg # : <u>1831384</u>	Reg. Dt: 04/19/1994
4	Serial # : <u>74349682</u> Mark: PROFESSIONAL TOWEL LINE	Filing Dt: 01/19/1993	Reg # : <u>1807609</u>	Reg. Dt: 11/30/1993
5	Serial # : <u>74352453</u> Mark: THE NATURAL	Filing Dt: 01/25/1993	Reg # : <u>1830241</u>	Reg. Dt: 04/12/1994
6	Serial # : <u>74462705</u> Mark: PHONECARD EXPRESS	Filing Dt: 11/24/1993	Reg # : <u>1971962</u>	Reg. Dt: 04/30/1996
7	Serial # : <u>75167527</u> Mark: TOWEL N' TOTE	Filing Dt: 09/17/1996	Reg # : <u>2124521</u>	Reg. Dt: 12/23/1997
8	Serial # : <u>75764253</u> Mark: PHONECARD EXPRESS	Filing Dt: 07/30/1999	Reg # : <u>2385373</u>	Reg. Dt: 09/12/2000
9	Serial # : <u>76139710</u> Mark: THE INTERNET PHONECARD	Filing Dt: 10/03/2000	Reg # : <u>2593203</u>	Reg. Dt: 07/09/2002
10	Serial # : <u>76156953</u> Mark: VAGABOND	Filing Dt: 10/30/2000	Reg # : <u>2618811</u>	Reg. Dt: 09/10/2002
11	Serial # : <u>77472157</u> Mark: RAZ R BY MM MAGNET 4 MEDIA THE CUTTING E	Filing Dt: 05/12/2008	Reg # : NONE	Reg. Dt:
12	Serial # : <u>78191646</u> Mark: THE BAG FACTORY	Filing Dt: 12/05/2002	Reg # : <u>2765955</u>	Reg. Dt: 09/16/2003
13	Serial # : <u>78191652</u> Mark: INNOVATIONS	Filing Dt: 12/05/2002	Reg # : <u>2303331</u>	Reg. Dt: 10/02/2007
14	Serial # : <u>78673273</u> Mark: EZ FEED	Filing Dt: 07/19/2005	Reg # : <u>3218904</u>	Reg. Dt: 03/13/2007
15	Serial # : <u>78889600</u> Mark: MAGNETS 4 MEDIA	Filing Dt: 08/10/2005	Reg # : <u>3118550</u>	Reg. Dt: 07/18/2006
16	Serial # : <u>78760337</u> Mark: THE BOSS	Filing Dt: 12/23/2005	Reg # : <u>3277699</u>	Reg. Dt: 08/07/2007