

# 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: 003823/0031)		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Seidler North, L.P.		03/31/2011	LIMITED PARTNERSHIP:
RECEIVING PARTY DATA			
Name:	Perfect Promotional Products, LLC		
Street Address:	300 N. Elevar Street		
City:	Oxnard		
State/Country:	CALIFORNIA		
Postal Code:	93030		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1704246	INSTA-LAM	
Registration Number:	2110882	THIRST QUENCHERS	
Registration Number:	2144411	PERFECT XPRESS	
Registration Number:	2156468	PERFECT LINE	
Registration Number:	3066451	POLYFRESH	
Registration Number:	3270149	POLYFRESH-LITE	
CORRESPONDENCE DATA			
Fax Number:	(213)430-6407		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
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		

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 REEL: 004512 FRAME: 0866

CH \$165.00 1704246

ATTORNEY DOCKET NUMBER:	(532,443-002)
NAME OF SUBMITTER:	Gina M. Durham
Signature:	/Gina M. Durham/
Date:	03/31/2011
<p>Total Attachments: 3 source=(T-Release)(Magnet)(0031)#page1.tif source=(T-Release)(Magnet)(0031)#page2.tif source=(T-Release)(Magnet)(0031)#page3.tif</p>	

## 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, Perfect Promotional Products, 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: 003823/0031.

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: Eric Kutsenda

Name: Eric Kutsenda

Title: Vice President

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

**US Trademarks:**

1	Serial # : <u>74104480</u> Mark: INSTA-LAM	Filing Dt: 10/09/1990	Reg # : <u>1704246</u>	Reg. Dt: 07/28/1992
2	Serial # : <u>75233914</u> Mark: THIRST QUENCHERS	Filing Dt: 01/30/1997	Reg # : <u>2110882</u>	Reg. Dt: 11/04/1997
3	Serial # : <u>75233919</u> Mark: PERFECT XPRESS	Filing Dt: 01/30/1997	Reg # : <u>2144411</u>	Reg. Dt: 03/17/1998
4	Serial # : <u>75233981</u> Mark: PERFECT LINE	Filing Dt: 01/30/1997	Reg # : <u>2156468</u>	Reg. Dt: 05/12/1998
5	Serial # : <u>75598334</u> Mark: POLYFRESH	Filing Dt: 06/17/2004	Reg # : <u>3066451</u>	Reg. Dt: 03/07/2006
6	Serial # : <u>78786433</u> Mark: POLYFRESH-LITE	Filing Dt: 01/06/2006	Reg # : <u>3270149</u>	Reg. Dt: 07/24/2007