

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Trademark Release and Reassignment

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Fifth Third Bank, an Ohio banking corporation, and successor by merger to Fifth Third Bank, a Michigan banking corporation, as Collateral Agent		03/30/2011	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	X-Rite, Incorporated
Street Address:	4300 44th St. SE
City:	Grand Rapids
State/Country:	MICHIGAN
Postal Code:	49512
Entity Type:	CORPORATION: MICHIGAN

Name:	Pantone, Inc.
Street Address:	590 Commerce Boulevard
City:	Carlstadt
State/Country:	NEW JERSEY
Postal Code:	07072
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	3428015	PANTONE UNIVERSE
Registration Number:	3345040	MATCHSTIK
Registration Number:	3362874	PLATESCOPE
Registration Number:	3462826	SHADE-X
Serial Number:	77401911	MATCHSTIK CONNECT

OP \$140.00 3428015

CORRESPONDENCE DATA

Fax Number: (919)416-8328
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 9192868041
Email: pto_tmconfirmation@mvalaw.com
Correspondent Name: Moore & Van Allen PLLC
Address Line 1: 430 Davis Drive
Address Line 2: Suite 500
Address Line 4: Morrisville, NORTH CAROLINA 27560

ATTORNEY DOCKET NUMBER:	017625-4665 JES
NAME OF SUBMITTER:	John E. Slaughter
Signature:	/John E. Slaughter/
Date:	04/14/2011

Total Attachments: 5
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TRADEMARK RELEASE AND REASSIGNMENT

THIS TRADEMARK RELEASE AND REASSIGNMENT is made as of March 30, 2011 by FIFTH THIRD BANK, an Ohio banking corporation, and successor by merger to Fifth Third Bank, a Michigan banking corporation, as Collateral Agent ("**Collateral Agent**"). Capitalized terms used but not defined herein shall have the same meanings assigned to such terms in the Assignment (as defined below).

W I T N E S S E T H:

WHEREAS, X-RITE, INCORPORATED, a Michigan corporation, PANTONE, INC., a Delaware corporation (each a "**Grantor**" and together, "**Grantors**"), and Collateral Agent are parties to an After-Acquired Trademark Security Agreement (First Lien) (First Supplemental Filing), dated as of October 28, 2008 (as amended, restated, supplemented or otherwise modified from time to time, the "**Assignment**"), pursuant to which Grantors granted a security interest to Collateral Agent in certain trademarks ("**Trademarks**") and Trademark Rights (as defined below) as security for certain obligations owing by Grantors to Collateral Agent, including the Trademarks set forth on **Schedule 1** hereto; and

WHEREAS, the Assignment was recorded by the Trademark Division of the United States Patent and Trademark Office on October 28, 2008, at Reel 003878/Frame 00078, Reel 003878/Frame 0102 and Reel 003878/Frame 0109; and

WHEREAS, Grantors have requested that Collateral Agent release its security interest in the Trademarks and Trademark Rights and reassign the same to the Grantors.

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

1. Collateral Agent hereby releases its security interest in all of Grantors' right, title and interest in and to the following (collectively the "**Trademark Rights**"):

(1) each Trademark, Trademark registration and Trademark application, including, without limitation, the Trademarks, Trademark registrations (together with any reissues, continuations or extensions thereof) and Trademark applications referred to in **Schedule 1** annexed hereto, and all of the goodwill of the business connected with the use of, and symbolized by, each Trademark, Trademark registration and Trademark application;

(2) each Trademark license and all of the goodwill of the business connected with the use of, and symbolized by, each Trademark license; and

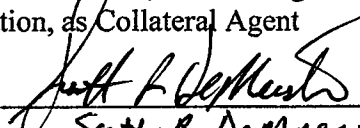
(3) all products and proceeds of the foregoing, including, without limitation, any claim by Grantors against third parties for past, present or future (a) infringement or dilution of any Trademark or Trademark registration including, without limitation, the Trademarks and Trademark registrations referred to in **Schedule 1** annexed hereto, the Trademark registrations issued with respect to the Trademark applications referred in **Schedule 1** and the Trademarks licensed under any Trademark license, or (b) injury to the goodwill associated with any Trademark, Trademark registration or Trademark licensed under any Trademark license.

2. Collateral Agent hereby reassigns, grants and conveys to Grantors, without any representation, recourse or undertaking by Collateral Agent, all of Collateral Agent's right, title and interest in and to the Trademarks and the Trademark Rights.

[Signature Page Follows.]

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

FIFTH THIRD BANK, an Ohio banking corporation, and successor by merger to Fifth Third Bank, a Michigan banking corporation, as Collateral Agent

By: 
Name: Scott R. Demrester
Title: Vice President

SCHEDULE 1

Attached.

TRADEMARK REGISTRATIONS AND APPLICATIONS
AND TRADEMARK LICENSES

Trademark Applications
U.S.A.

Pantone, Inc.	Matchstik Connect	77/401,911	2/20/2008
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Trademark Registrations
U.S.A.

Pantone, Inc.	PANTONE UNIVERSE	3428015	78388190	5/13/2008
X-Rite, Incorporated	MATCHSTIK	3345040	78/388,401	11/27/2007
X-Rite, Incorporated	PLATESCOPE	3362874	76/661,036	1/1/2008
X-Rite, Incorporated	SHADE-X	3462826	76/662,827	7/8/2008

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