

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
BANK OF MONTREAL		04/29/2011	Canadian chartered bank: CANADA

**RECEIVING PARTY DATA**

<b>Name:</b>	JJCC, INC.
<b>Street Address:</b>	1111 West 22nd Street
<b>Internal Address:</b>	Suite 320
<b>City:</b>	Oak Brook
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60523
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Registration Number:	3701567	BUNDLE ME
Registration Number:	3788511	BUNDLEME
Registration Number:	3064688	BABY BUNDLE
Registration Number:	2916811	JJ COLE
Registration Number:	2866479	ESSENTIAL DESIGNS FOR MODERN PARENTING
Registration Number:	2901333	FLEURVILLE
Registration Number:	3381773	FLEURVILLE
Registration Number:	2791331	FLEURVILLE
Registration Number:	3427329	GREEN-LAM
Registration Number:	3401739	
Registration Number:	2939227	
Registration Number:	3349066	RE-RUN
Registration Number:	2866478	THE MOTHERSHIP

**TRADEMARK**

**900191717**

**REEL: 004539 FRAME: 0665**

**CH \$340.00 3701567**

CORRESPONDENCE DATA

Fax Number: (414)298-8097

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 4142981000

Email: tadmin@reinhartlaw.com

Correspondent Name: Alec D. Smyczek

Address Line 1: 1000 North Water Street

Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:	Michele Dietz
Signature:	/Michele Dietz/
Date:	05/12/2011

**Total Attachments: 5**

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## RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE dated April 29, 2011 by BANK OF MONTREAL, a Canadian chartered bank acting through its Chicago branch (“BMO”) with its mailing address at 115 South LaSalle Street, Chicago, Illinois 60603, acting as administrative agent for the Secured Creditors defined in that certain Trademark Collateral Agreement hereinafter defined (said BMO acting as such administrative agent and any successor or successors to said BMO in such capacity being hereinafter referred to as the “Agent”);

### WITNESSETH:

WHEREAS, Agent and JJCC, INC., a Delaware corporation, (“Debtor”), with its principal place of business and mailing address at 1111 West 22nd Street, Suite 320, Oak Brook Illinois 60523, are parties to that certain Trademark Collateral Agreement dated August 18, 2010 which was recorded in the United States Patent and Trademark Office on September 13, 2010 at Reel 004277, Frame 0428 (the “Trademark Collateral Agreement”), pursuant to which Debtor granted a security interest in certain trademarks, trademark registrations, trademark applications and trademark licenses listed on Schedules A-1 and A-2 attached hereto and certain other property (collectively, the “Trademarks”); and

WHEREAS, Debtor has requested that the Agent release the security interests in the Trademarks on Agent’s own behalf and on behalf of the Secured Creditors;

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

The Agent hereby (i) terminates the Trademark Collateral Agreement and (ii) terminates, cancels and releases all of its security interests in, without any representation, warranty, recourse or undertaking by the Agent, all of its right, title and interest, if any, in and to:

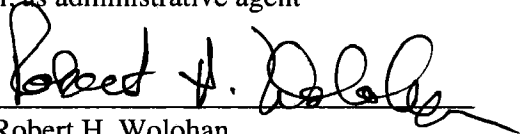
(i) Each trademark, trademark registration and trademark application listed on Schedule A-1 hereto, and all of the goodwill of the business connected with the use of, and symbolized by, each such trademark, trademark registration and trademark application; and

(ii) Each trademark license listed on Schedule A-2 hereto and all royalties and other sums due or to become due under or in respect of each such trademark license, together with the right to sue for and collect all such royalties and other sums; and

(iii) All proceeds of the foregoing, including without limitation any claim by Debtor against third parties for damages by reason of past, present or future infringement of any trademark or trademark registration listed on Schedule A-1 hereto or of any trademark licensed under a trademark license listed on Schedule A-2 or by reason of injury to the goodwill associated with any such trademark, trademark registration or trademark license, in each case together with the right to sue for and collect said damages.

IN WITNESS WHEREOF, the Agent has caused this Release of Security Interest in Trademarks to be duly executed by its duly authorized officer as of the day and year first above written.

BANK OF MONTREAL, acting through its Chicago  
branch, as administrative agent

By 

Name: Robert H. Wolohan

Title: Vice President

**SCHEDULE A-1 TO**  
**TO RELEASE OF SECURITY INTEREST IN TRADEMARKS**  
**FEDERAL TRADEMARK REGISTRATIONS**  
**AND PENDING APPLICATIONS**

<b>Mark</b>	<b>Filing Date</b>	<b>Reg. No.</b>	<b>Reg. Date</b>	<b>Status</b>
U.S. Patent MULTI-PURPOSE BUNTING	12/22/1997	6012189	01/11/2000	Issued
U.S. Trademark BUNDLE ME	04/10/2009	3701567	10/27/2009	Registered 8 & 15 due 10/27/2015 Renewal due 10/27/2019
U.S. Trademark BUNDLEME	04/10/2009	3788511	05/11/2010	Registered 8 & 15 due 05/11/2016 Renewal due 05/11/2020
U.S. Trademark BABY BUNDLE	04/12/2002	3064688	03/07/2006	Registered 8 & 15 due 03/07/2012 Renewal due 03/07/2016
U.S. Trademark J.J. COLE	01/31/2003	2916811	01/04/2005	Registered (Supplemental) Sec. 8 due 01/04/2011 Renewal due 01/04/2015
U.S. Trademark ESSENTIAL DESIGN FOR MODERN PARENTING	09/02/2003	2866479	07/27/2004	Will be cancelled under Section 8
Japanese Trademark ESSENTIAL DESIGN FOR MODERN PARENTING	09/09/2005	4997118	10/20/2006	Assigned to JJ Cole, assignment not registered.
U.S. Trademark FLEURVILLE	09/02/2003	2901333	11/09/2004	Registered 8 & 15 due 11/09/2010 Renewal due 11/09/2014
Japanese Trademark FLEURVILLE	09/15/2005	4942875	04/07/2006	Assigned to JJ Cole, assignment not registered.
U.S. Trademark FLEURVILLE	08/24/2005	3381773	02/12/2008	Registered 8 & 15 due 02/12/2014 Renewal due 02/12/2018

Canadian Trademark FLEURVILLE	08/25/2004	TMA655768	12/22/2005	Assigned to JJ Cole, assignment not registered.
U.S. Trademark FLEURVILLE	11/20/2002	2791331	12/09/2003	Will be cancelled under Section 8
U.S. Trademark GREEN-LAM	06/15/2006	3427329	05/13/2008	Registered 8 & 15 due 05/13/2014 Renewal due 05/13/2018
U.S. Trademark FLEURVILLE	08/24/2005	3401739	03/25/2008	Registered 8 & 15 due 03/25/2014 Renewal due 03/25/2018
Japanese Trademark FLEURVILLE	09/15/2005	4942876	04/07/2006	Assigned to JJ Cole, assignment not registered.
U.S. Trademark FLEURVILLE	09/02/2003	2939227	04/12/2005	Registered 8 & 15 due 12/04/2013 Renewal due 12/04/2017
U.S. Trademark RE-RUN	06/15/2006	3349066	12/04/2007	Registered 8 & 15 due 12/04/2013 Renewal due 12/04/2017
U.S. Trademark THE MOTHERSHIP	09/02/2003	2866478	07/27/2004	Will be cancelled under Section 8

**SCHEDULE A-2  
TO TRADEMARK COLLATERAL AGREEMENT**

**TRADEMARK LICENSES**

None.