

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Vestcom International, Inc.		01/27/2012	CORPORATION: ARKANSAS

RECEIVING PARTY DATA

Name:	Wells Fargo Bank, National Association
Street Address:	1525 West W.T. Harris Blvd.
Internal Address:	Mail Code 0680
City:	Charlotte
State/Country:	NORTH CAROLINA
Postal Code:	28262
Entity Type:	National Association: UNITED STATES

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	3944817	VESTCOM
Registration Number:	3674428	HEALTHY AISLES
Registration Number:	3857492	VESTCOM
Registration Number:	3917523	VESTCOM
Registration Number:	3768669	VESTCOM
Registration Number:	3917522	VESTCOM
Registration Number:	3768667	VESTCOM
Registration Number:	3772751	V VESTCOM
Registration Number:	3832436	HEALTHY AISLES
Registration Number:	3670426	SHELFCAST
Registration Number:	3641953	V VESTCOM
Registration Number:	2212352	
Registration Number:	2229989	VESTCOM

OP \$340.00 3944817

**CORRESPONDENCE DATA**

Fax Number: (404)572-5100

Email: mrussell@kslaw.com

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Correspondent Name: King & Spalding

Address Line 1: 1180 Peachtree Street

Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	18464.015122
NAME OF SUBMITTER:	Mark Russell
Signature:	/Mark Russell/
Date:	01/31/2012

Total Attachments: 4  
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NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS

United States Patent and Trademark Office

Gentlemen:

Please be advised that (a) pursuant to the Amended and Restated Security Agreement dated as of January 27, 2012 (as the same may be amended, modified, extended, restated, replaced, or supplemented from time to time, the "Security Agreement"), by and among the Obligors party thereto (each an "Obligor" and collectively, the "Obligors") and Wells Fargo Bank, National Association, as Administrative Agent (the "Administrative Agent") for the secured parties referenced therein (the "Secured Parties"), the undersigned Obligor has granted a continuing security interest in and continuing lien upon the trademarks, trademark licenses and trademark applications shown on Schedule 1 attached hereto (the "Trademarks") to the Administrative Agent for the ratable benefit of the Secured Parties and (b) the undersigned hereby grants to the Administrative Agent, for the ratable benefit of the Secured Parties, a continuing security interest in, and a right to set off against, any and all right, title and interest of such Obligor in and to the Trademarks.

The Obligors and the Administrative Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the security interest in the Trademarks (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any Trademark.

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Very truly yours,

VESTCOM INTERNATIONAL, INC.

By:   
Name: \_\_\_\_\_  
Title: VP

Acknowledged and Accepted:

WELLS FARGO BANK, NATIONAL ASSOCIATION,  
as Administrative Agent

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

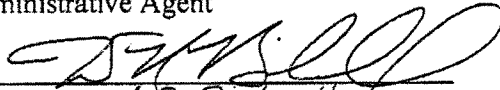
Very truly yours,

VESTCOM INTERNATIONAL, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Acknowledged and Accepted:

WELLS FARGO BANK, NATIONAL ASSOCIATION,  
as Administrative Agent

By:   
Name: W.R. Birdwell  
Title: SVP

**Schedule 1**

<b>Filing Date</b>	<b>Serial Number</b>	<b>Mark</b>	<b>Registration Number</b>	<b>Owner</b>
11/10/2008	77610828	vestcom	3944817	Vestcom International, Inc.
03/13/2008	77677447	Healthy Aisles	3674428	Vestcom International, Inc.
11/10/2008	77610817	vestcom	3857492	Vestcom International, Inc.
11/10/2008	77610793	vestcom	3917523	Vestcom International, Inc.
11/10/2008	77610767	vestcom	3768669	Vestcom International, Inc.
11/10/2008	77610755	vestcom	3917522	Vestcom International, Inc.
11/10/2008	77610734	vestcom	3768667	Vestcom International, Inc.
11/10/2008	77610714	vestcom	3772751	Vestcom International, Inc.
05/13/2008	77472684	Healthy Aisles	3832436	Vestcom International, Inc.
04/24/2008	77456710	SHELFCAST	3670426	Vestcom International, Inc.
04/11/2008	77445932	vestcom	3641953	Vestcom International, Inc.
04/28/1997	75282159	design only	2212352	Vestcom International, Inc.
04/28/1997	75282157	VESTCOM	2229989	Vestcom International, Inc.