

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
ServisFirst Bank		02/14/2012	banking corporation: ALABAMA
<b>RECEIVING PARTY DATA</b>			
Name:	Hoffman Media, LLC		
Street Address:	100 International Park Drive		
Internal Address:	Suite 50		
City:	Birmingham		
State/Country:	ALABAMA		
Postal Code:	35243		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	2492588	SEW BEAUTIFUL	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(205)437-1332		
Phone:	205-380-2643		
Email:	lgibbons@gibbonsgraham.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Liz Gibbons		
Address Line 1:	100 Corporate Parkway		
Address Line 2:	Suite 125		
Address Line 4:	Birmingham, ALABAMA 35242		
NAME OF SUBMITTER:	Liz Gibbons		
Signature:	/lizgibbons/		
Date:	03/02/2012		

OP \$40.00 2492588

**Total Attachments: 4**

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**REASSIGNMENT AND  
PARTIAL RELEASE OF TRADEMARKS**

This Reassignment and Partial Release of Trademarks dated as of February 14, 2012 (this "Release") is made by ServisFirst Bank, acting in its capacity as secured party (in such capacity, the "Secured Party"), in favor of Hoffman Media, LLC (the "Debtor") for the benefit of Debtor's affiliated company, Martha Pullen Company, Inc. ("MPC").

**WITNESSETH**

WHEREAS, pursuant to that certain Security Agreement, dated as of December 30, 2009, recorded in the records of the United States Patent and Trademark Office on January 4, 2010 beginning at Reel 4123, Frame 0819 from the Debtor in favor of Secured Party, the Debtor granted to Secured Party, among other things, a continuing security interest in certain Debtor trademarks, including the Trademark set forth on the Schedule attached hereto (the "Subject Trademark") by means of assignment and Debtor hereby represents and warrants to Secured Party that the Subject Trademark constitutes an asset utilized primarily in Debtor's MPC business;

WHEREAS, the Debtor and Hoffman Media, Inc. have requested Secured Party to reassign the Subject Trademark and release its security interest solely in the Subject Trademark in the records of the United States Patent and Trademark Office;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Secured Party does hereby reconvey and reassign to Debtor the Subject Trademark and does release, without recourse, representation or warranty, its security interest in, to or under solely the Subject Trademark, together with the goodwill of the business solely to the extent symbolized thereby, provided, however, that if Debtor is granted a license or other right to use the Subject Trademark, then any such right, title, interest, or license retained by Debtor, shall be and remain subject to the security interests of Secured Party.

Secured Party shall execute any further documents as may be reasonably requested by Debtor and at Debtor's expense in order to fully effectuate the release of its security interest in the Subject Trademark.

This Release shall be governed in all respects by the laws of the State of Alabama.

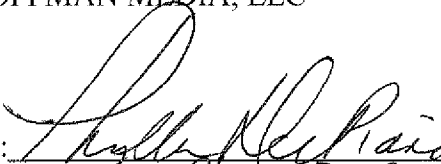
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PARTIAL RELEASE OF TRADEMARKS - HOFFMAN (00011435-2).DOC

**TRADEMARK  
REEL: 004728 FRAME: 0700**

IN WITNESS WHEREOF, the parties hereto have caused this Release to be duly executed and delivered by their officers thereunto duly authorized as of the date first written above.


HOFFMAN MEDIA, LLC

SERVISFIRST BANK

By:   
Name: Phyllis DePiano  
Title: President

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

HOFFMAN MEDIA, INC.,

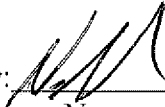
By:   
Name: Phyllis DePiano  
Title: President

IN WITNESS WHEREOF, the parties hereto have caused this Release to be duly executed and delivered by their officers thereunto duly authorized as of the date first written above.

HOFFMAN MEDIA, LLC

SERVISFIRST BANK

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

By:  \_\_\_\_\_  
Name: *Mr. Balamis*  
Title: *VP*

HOFFMAN MEDIA, INC.,

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

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PARTIAL RELEASE OF TRADEMARKS - HOFFMAN (00011435-2).DOC