

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
U. S. BANK NATIONAL ASSOCIATION, as Collateral Agent		07/16/2012	banking institution:
RECEIVING PARTY DATA			
Name:	SUGARTOWN WORLDWIDE LLC		
Street Address:	222 Piedmont Avenue		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30308		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3923375	LILLY PULITZER	
Registration Number:	3931581	LILLY PULITZER	
Registration Number:	3958316	LP LP	
Registration Number:	3931627	XX LILLY	
CORRESPONDENCE DATA			
Fax Number:	4048152424		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	404-815-2231		
Email:	carolfraser@paulhastings.com		
Correspondent Name:	Carol Fraser, Corporate Paralegal		
Address Line 1:	600 Peachtree Street, NE		
Address Line 2:	Paul Hastings LLP		
Address Line 4:	Atlanta, GEORGIA 30308		
NAME OF SUBMITTER:	Carol Fraser		

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Signature:	//Carol Fraser//
Date:	07/26/2012
Total Attachments: 4 source=Trademark 004633#page1.tif source=Trademark 004633#page2.tif source=Trademark 004633#page3.tif source=Trademark 004633#page4.tif	

**TRADEMARK RELEASE**

This TRADEMARK RELEASE (this "Release") is made as of July 16, 2012 by U.S. Bank National Association, as Collateral Agent ("Agent").

WITNESSETH:

WHEREAS, Sugartown Worldwide LLC ("Grantor") and Agent, are parties to that certain Trademark Security Agreement dated as of September 16, 2011 (as amended, modified and supplemented from time to time, the "Trademark Security Agreement"; capitalized terms used herein but not otherwise defined shall have the respective meanings ascribed to them in the Trademark Security Agreement), pursuant to which Grantor granted a security interest to Agent in, among other things, in that certain trademark set forth on Schedule 1 attached hereto (the "Released Trademark");

WHEREAS, the Trademark Security Agreement was recorded with the United States Patent and Trademark Office at Reel 004633/Frame 0442; and

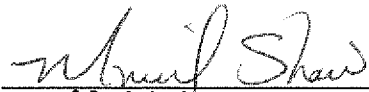
WHEREAS, Grantor has requested Agent release its lien on the Released Trademark and Agent has agreed to do so;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Agent hereby releases any and all claims, liens, security interests and other encumbrances to or on the Released Trademark arising under the Trademark Security Agreement.

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

U.S. BANK NATIONAL ASSOCIATION, as  
Collateral Agent

By:   
Name: Muriel Shaw  
Title: Assistant Vice President

[Signature Page to Trademark Release]

TRADEMARK  
REEL: 004830 FRAME: 0125

**SCHEDULE 1**  
**to**  
**Trademark Release**

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**TRADEMARK**  
**REEL: 004830 FRAME: 0126**

Schedule I

U.S. Trademarks

Trademark	Registration Number
LILLY PULITZER	3923375
LILLY PULITZER	3931581
LP LP Monogram Design	3958316
XX LILLY	3931627