

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
NewStar Business Credit, LLC	FORMERLY Core Business Credit, LLC	10/17/2012	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	The Longaberger Company
Street Address:	1500 East Main Street
City:	Newark
State/Country:	OHIO
Postal Code:	43055
Entity Type:	CORPORATION: OHIO

Name:	RELIABLE INVESTMENT COMPANY L.L.C.
Street Address:	1500 East Main Street
City:	Newark
State/Country:	OHIO
Postal Code:	43055
Entity Type:	LIMITED LIABILITY COMPANY: OHIO

PROPERTY NUMBERS Total: 79

Property Type	Number	Word Mark
Registration Number:	1596466	LONGABERGER BASKETS
Registration Number:	1586801	J.W. COLLECTION
Registration Number:	1662516	LONGABERGER POTTERY
Registration Number:	1813749	LONGABERGER
Registration Number:	1926875	WOVEN TRADITIONS
Registration Number:	1946189	
Registration Number:	1836822	HEARTLAND
Registration Number:	1836823	ALL-AMERICAN COLLECTION

OP \$1990.00 1596466

Registration Number:	1842978	
Registration Number:	1858638	"HANDMADE TO BE HANDED DOWN."
Registration Number:	1907384	LONGABERGER WOODCRAFTS
Registration Number:	1938746	BEE
Registration Number:	2021439	HORIZON OF HOPE
Registration Number:	2023773	SWEETHEART BASKET
Registration Number:	2050552	LONGABERGER EXPRESS
Registration Number:	2073946	COLLECTORS CLUB
Registration Number:	2218078	LONGABERGER
Registration Number:	2218089	LONGABERGER
Registration Number:	2089418	BEE
Registration Number:	2172615	LONGABERGER
Registration Number:	2526187	CLASSIC BASKETS
Registration Number:	2224046	THE PLACE
Registration Number:	2198580	LONGABERGER HEARTLAND FOODS
Registration Number:	2297505	LONGABERGER POTTERY MADE IN THE U.S.A.
Registration Number:	2294739	LONGABERGER AT HOME
Registration Number:	2362876	LONGABERGER HOMESTEAD
Registration Number:	2270572	COLLECTORS CLUB
Registration Number:	2639955	HOMESTEAD HOLIDAYS
Registration Number:	2247874	BONNIE LONGABERGER
Registration Number:	2349607	LONGABERGER
Registration Number:	2349617	LONGABERGER
Registration Number:	2349619	LONGABERGER
Registration Number:	2410257	LONGABERGER GOLF CLUB
Registration Number:	2345649	LONGABERGER GOLF CLUB
Registration Number:	2416608	COLLECTORS CLUB
Registration Number:	2770577	
Registration Number:	2751472	
Registration Number:	2627348	LONGABERGER GOLF CLUB
Registration Number:	2590733	LONGABERGER GOLF CLUB
Registration Number:	2590743	LONGABERGER GOLF CLUB
Registration Number:	2706615	PEN PAL
Registration Number:	2704161	GATEHOUSE
Registration Number:	2706616	WORK LOAD

	2704162	SMALL COMFORTS
Registration Number:	2706617	VANITY
Registration Number:	2818819	GENERATIONS
Registration Number:	2706618	NOTE PAL
Registration Number:	3727264	LONGABERGER HOME
Registration Number:	3845970	AMERICAN HOME POTTERY
Serial Number:	77656745	LONGABERGER AN AMERICAN CRAFT COMPANY
Registration Number:	3782360	MADE IN AMERICA MATTERS
Registration Number:	2700359	WISHLIST
Registration Number:	2785150	OLD GLORY
Registration Number:	2775444	BLUE RIBBON COLLECTION
Registration Number:	2702643	LONGABERGER
Registration Number:	2719387	LONGABERGER
Registration Number:	2709415	GROWING STRONG TOGETHER
Registration Number:	2727158	DRESDEN BASKET
Registration Number:	2713553	WOVEN MEMORIES BASKET
Registration Number:	2711463	LONGABERGER
Registration Number:	2711464	STUCK ON YOU
Registration Number:	2817040	PROUDLY AMERICAN
Registration Number:	2817089	WOVEN TRADITIONS
Registration Number:	2901495	WOVEN TRADITIONS
Registration Number:	2788882	BEE BASKET
Registration Number:	2764456	LONGABERGER
Registration Number:	2817301	BOARDWALK
Registration Number:	2945373	AMERICAN CRAFT ORIGINALS
Registration Number:	2869645	ALWAYS AT HOME IN YOUR HOME
Registration Number:	2910807	LONGABERGER UNIVERSITY
Registration Number:	2948019	COLLECTORS CLUB
Registration Number:	3049041	LONGABERGER
Registration Number:	3078622	MAY SERIES
Registration Number:	3049175	WORK-A-ROUND
Registration Number:	3119208	LONGABERGER
Registration Number:	3490557	SO RACHEL
Registration Number:	3490558	SOR
Registration Number:	3490562	SOR SO RACHEL BY LONGABERGER

TRADEMARK

REEL: 004907 FRAME: 0963

3490563

SOR

CORRESPONDENCE DATA

Fax Number: 2162410816

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

Phone: 216-622-8200

Email: ipdocket@calfee.com

Correspondent Name: Juliet P. Castrovinci

Address Line 1: 1405 East Sixth Street

Address Line 2: Calfee, Halter & Griswold LLP

Address Line 4: Cleveland, OHIO 44114-1607

ATTORNEY DOCKET NUMBER:

30283/04727

NAME OF SUBMITTER:

Juliet P. Castrovinci

Signature:

/Juliet P. Castrovinci/

Date:

11/28/2012

Total Attachments: 7

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RELEASE OF SECURITY INTEREST IN TRADEMARKS

WHEREAS, by that certain Patent, Copyright and Trademark Security Agreement dated as of September 16, 2009 ("Security Agreement"), originally recorded in the Trademark Assignment database of the United States Patent and Trademark Office ("PTO") on October 8, 2009 at Reel/Frame 4075/0599, The Longaberger Company and Reliable Investment Company L.L.C. ("Grantor") granted to NewStar Business Credit, LLC formerly known as Core Business Credit, LLC, a Delaware limited liability company ("Releasor"), a security interest in certain trademarks pursuant to the Security Agreement ("Trademark Collateral"), including without limitation the trademark applications and registrations identified in Schedule I;

WHEREAS, Releasor wishes to release, relinquish and discharge its security interest in the Trademark Collateral and provide a document suitable for recording in the Trademark Assignment Database of the PTO for purposes of recording the release, relinquishment and discharge of its security interest in the Trademark Collateral;

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, Releasor hereby relinquishes, releases and discharges the security interest in the trademarks (as stated in the Security Agreement) granted by Grantor in the Security Agreement.

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IN WITNESS WHEREOF, the parties have caused this Release of Security Interest in Trademarks to be duly executed as of October __, 2012.

NEWSTAR BUSINESS CREDIT, LLC

By: *Greg Gentry*

Its: *Sr Vice President*

CERTIFICATE OF ACKNOWLEDGMENT

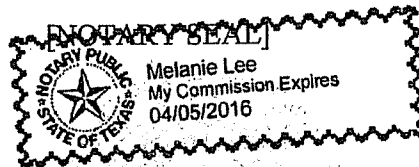
STATE OF Texas

ss.:

COUNTY OF Dallas

On this 17 day of October 2012, before me, the undersigned, personally appeared Greg Gentry, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity, and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Melanie Lee



SCHEDULE I:
TRADEMARK APPLICATIONS AND REGISTRATIONS

See attached

**REGISTERED TRADEMARKS AND
PENDING TRADEMARK APPLICATIONS**
Registered U.S. Trademarks:

Registration	Country	Registration Number	Registration Date
ALL AMERICAN COLLECTION	U.S.	1836823	17-May-1994
ALWAYS AT HOME IN YOUR HOME	U.S.	2869645	03-Aug-2004
AMERICAN CRAFT ORIGINALS	U.S.	2945373	26-Apr-2005
BARN Design	U.S.	1842978	05-Jul-1994
BEE BASKET	U.S.	2788882	02-Dec-2003
BEE in class 25	U.S.	2089418	19-Aug-1997
BEE in class 41	U.S.	1938746	28-Nov-1995
BLUE RIBBON COLLECTION	U.S.	2775444	21-Oct-2003
BOARDWALK	U.S.	2817301	24-Feb-2004
BONNIE LONGABERGER	U.S.	2247874	25-May-1999
CLASSIC BASKETS	U.S.	2526187	01-Jan-2002
COLLECTORS CLUB	U.S.	2948019	10-May-2005
COLLECTORS CLUB (Stylized)	U.S.	2416608	26-Dec-2000
COLLECTORS CLUB (Stylized)	U.S.	2270572	17-Aug-1999
COLLECTORS CLUB (Stylized) in class 21	U.S.	2073946	24-Jun-1997
DRESDEN BASKET	U.S.	2727158	17-Jun-2003
FOUR PETAL DESIGN	U.S.	1946189	09-Jan-1996
GATEHOUSE	U.S.	2704161	08-Apr-2003
GENERATIONS	U.S.	2818819	02-Mar-2004
GROWING STRONG TOGETHER	U.S.	2709415	22-Apr-2003
HANDMADE TO BE HANDED DOWN	U.S.	1858638	18-Oct-1994
HEARTLAND	U.S.	1836822	17-May-1994
HOME OFFICE BUILDING Design	U.S.	2751472	12-Aug-2003
HOME OFFICE BUILDING Design	U.S.	2770577	07-Oct-2003
HOMESTEAD HOLIDAYS	U.S.	2639955	22-Oct-2002
HORIZON OF HOPE	U.S.	2021439	03-Dec-1996
J.W. COLLECTION	U.S.	1586801	13-Mar-1990
LONGABERGER	U.S.	3119208	25-Jul-2006
LONGABERGER	U.S.	2711463	29-Apr-2003
LONGABERGER	U.S.	2702643	01-Apr-2003
LONGABERGER	U.S.	2764456	16-Sep-2003
LONGABERGER	U.S.	2719387	27-May-2003
LONGABERGER	U.S.	2218078	19-Jan-1999
LONGABERGER	U.S.	2218089	19-Jan-1999
LONGABERGER	U.S.	2172615	14-Jul-1998
LONGABERGER	U.S.	1813749	28-Dec-1993
LONGABERGER	U.S.	3049041	24-Jan-2006
LONGABERGER	U.S.	2349607	16-May-2000
LONGABERGER AT HOME	U.S.	2294739	23-Nov-1999
LONGABERGER BASKETS	U.S.	1596466	15-May-1990
LONGABERGER EXPRESS	U.S.	2050552	08-Apr-1997
LONGABERGER GOLF CLUB	U.S.	2410257	05-Dec-2000

PATENT, COPYRIGHT AND TRADEMARK SECURITY AGREEMENT
DAL 77,513,942.7

TRADEMARK
REEL: 004907 FRAME: 0968

Registration	Country	Registration Number	Registration Date
LONGABERGER GOLF CLUB & Design	U.S.	2590743	09-Jul-2002
LONGABERGER GOLF CLUB & Design	U.S.	2345649	25-Apr-2000
LONGABERGER GOLF CLUB & Design in cl. 16, 18, 21	U.S.	2627348	01-Oct-2002
LONGABERGER GOLF CLUB & Design in cl. 24, 25, 28	U.S.	2590733	09-Jul-2002
LONGABERGER HEARTLAND FOODS	U.S.	2198580	20-Oct-1998
LONGABERGER HOME	U.S.		
LONGABERGER HOMESTEAD	U.S.	2362876	27-Jun-2000
LONGABERGER in class 18	U.S.	2349617	16-May-2000
LONGABERGER in classes 14 and 16	U.S.	2349619	16-May-2000
LONGABERGER POTTERY	U.S.	1662516	29-Oct-1991
LONGABERGER POTTERY MADE IN THE U.S.A. & DESIGN	U.S.	2297505	07-Dec-1999
LONGABERGER UNIVERSITY	U.S.	2910807	14-Dec-2004
LONGABERGER WOODCRAFTS	U.S.	1907384	25-Jul-1995
MAY SERIES	U.S.	3078622	11-Apr-2006
NOTE PAL	U.S.	2706618	15-Apr-2003
OLD GLORY	U.S.	2785150	18-Nov-2003
PEN PAL	U.S.	2706615	15-Apr-2003
PROUDLY AMERICAN	U.S.	2817040	24-Feb-2004
SMALL COMFORTS	U.S.	2704162	08-Apr-2003
SO RACHEL	U.S.	3490557	19-Aug-2008
SOR	U.S.	3490558	19-Aug-2008
SOR	U.S.	3490563	19-Aug-2008
SOR SO RACHEL BY LONGABERGER	U.S.	3490562	19-Aug-2008
STUCK ON YOU	U.S.	2711464	29-Apr-2003
SWEETHEART BASKET	U.S.	2023773	17-Dec-1996
THE PLACE	U.S.	2224046	16-Feb-1999
VANITY	U.S.	2706617	15-Apr-2003
WISHLIST	U.S.	2700359	25-Mar-2003
WORK-A-ROUND	U.S.	3049175	24-Jan-2006
WORK LOAD	U.S.	2706616	15-Apr-2003
WOVEN MEMORIES BASKET	U.S.	2713553	06-May-2003
WOVEN TRADITIONS	U.S.	1926875	17-Oct-1995
WOVEN TRADITIONS	U.S.	2901495	09-Nov-2004
WOVEN TRADITIONS	U.S.	2817089	24-Feb-2004

Registered International Trademarks

Registration	Country	Registration Number	Registration Date
LONGABERGER	Australia	677058	15-May-1997
LONGABERGER	Australia	677057	31-Jan-1997
THE LONGABERGER COMPANY & Design	Australia	677060	15-May-1997
LONGABERGER	Canada	TMA676,039	01-Nov-2006
LONGABERGER	Canada	TMA676,035	01-Nov-2006
LONGABERGER	Canada	TMA676,032	01-Nov-2006
LONGABERGER	Canada	TMA 676,029	01-Nov-2006
LONGABERGER	Canada	TMA676,104	02-Nov-2006
LONGABERGER	Canada	TMA451857	15-Dec-1995
LONGABERGER POTTERY	Canada	TMA465623	01-Nov-1996
LONGABERGER WOODCRAFTS	Canada	TMA465624	01-Nov-1996
THE LONGABERGER COMPANY & L Design	Canada	TMA451550	08-Dec-1995
LONGABERGER	China	4467532	21-Apr-2008
LONGABERGER	China	4467533	21-Apr-2008
LONGABERGER	China	4467534	28-Sep-2008
LONGABERGER	Colombia	289540	26-Nov-2004
LONGABERGER	Colombia	289545	26-Nov-2004
LONGABERGER	Colombia	289546	26-Nov-2004
LONGABERGER	CTM	70631	25-Feb-1998
LONGABERGER	Honduras	94.515	01-Aug-2005
LONGABERGER	Honduras	94.588	04-Aug-2005
LONGABERGER	Honduras	94.516	01-Aug-2005
LONGABERGER	Honduras	94.51	01-Aug-2005
LONGABERGER	Hong Kong	300232631	09-Nov-2004
LONGABERGER	Japan	4097146	26-Dec-1997
LONGABERGER	Japan	4097147	26-Dec-1997
LONGABERGER	Japan	4097148	26-Dec-1997
L-WEAVE DESIGN	Japan	3351081	09-Oct-1997
LONGABERGER	Korea, Republic of	400658395	12-Apr-2006
LONGABERGER	Nicaragua	81965	14-Apr-2005
LONGABERGER	Taiwan	1172315	01-Sep-2005
LONGABERGER	Taiwan	1146295	01-Apr-2005
LONGABERGER	Taiwan	1156251	01-Jun-2005
LONGABERGER	Thailand		
LONGABERGER	Thailand	KOR236531	23-Feb-2006
LONGABERGER	Thailand	KOR236530	23-Feb-2006
LONGABERGER	Thailand	KOR233306	10-Jan-2006
LONGABERGER	U.K.	1582909	16-Jun-1995
THE LONGABERGER COMPANY & Design	U.K.	1582324	14-Jul-1995

PENDING TRADEMARK APPLICATIONS

Registration	Country	Filing Date	Serial Number	Registration Number
AMERICAN HOME POTTERY	U.S.	4/9/2009	77,656,742	Pending
MADE IN AMERICA MATTERS	U.S.	1/26/2009	77,656,778	Pending
LONGABERGER HOME (online video magazine)	U.S.	9/26/2008	77,579,409	Pending
LONGABERGER AN AMERICAN CRAFT COMPANY (with flag design)	U.S.	1/26/2009	77,656,745	Pending