

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
ServisFirst Bank		12/11/2012	CORPORATION: ALABAMA
RECEIVING PARTY DATA			
Name:	Hoffman Media, LLC		
Street Address:	1900 International Park Drive		
Internal Address:	Suite 50		
City:	Birmingham		
State/Country:	ALABAMA		
Postal Code:	35243		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2413624	SAMPLER & ANTIQUE NEEDLEWORK QUARTERLY	
Registration Number:	2148897	JUST CROSSSTITCH	
Registration Number:	1727585	JUST CROSSSTITCH	
CORRESPONDENCE DATA			
Fax Number:	2054371332		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	205-437-4198		
Email:	jdillingham@gibbonsgraham.com		
Correspondent Name:	Janie Dillingham		
Address Line 1:	100 Corporate Parkway		
Address Line 2:	Suite 125		
Address Line 4:	Birmingham, ALABAMA 35242		
ATTORNEY DOCKET NUMBER:	SR01-00034 HOFFMAN		

900244720

TRADEMARK
 REEL: 004946 FRAME: 0254

OP \$90.00 2413624

NAME OF SUBMITTER:	Jane Dillingham
Signature:	/L.Jane Dillingham/
Date:	01/21/2013
Total Attachments: 3 source=Reassignment & Partial Release - Hoffman#page1.tif source=Reassignment & Partial Release - Hoffman#page2.tif source=Reassignment & Partial Release - Hoffman#page3.tif	

**REASSIGNMENT AND
PARTIAL RELEASE OF TRADEMARKS**

This Reassignment and Partial Release of Trademarks dated as of December 11, 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").

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"); and

WHEREAS, the Debtor and Hoffman Media, Inc. have requested Secured Party to reassign the Subject Trademark and release its security interest 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 and to the Subject Trademark, together with the goodwill of the business solely to the extent symbolized thereby.

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.


SIGNATURE ON NEXT PAGE

{00023970.DOC; 2}

**TRADEMARK
REEL: 004946 FRAME: 0256**

IN WITNESS WHEREOF, the ServisFirst Bank caused this Release to be duly executed and delivered by the undersigned duly authorized officer as of the date first written above.

SERVISFIRST BANK

By: 
Name: Mike Balaris
Title: SUP

{00023970.DOC; 2}

**Schedule of U.S. Trademark
to be released from filing at
U.S. Patent and Trademark Office**

Mark	Reg. No.	Reg. Date
SAMPLER & ANTIQUE NEEDLEWORK QUARTERLY	2,413,624	12/09/2000
JUST CROSSTICH	2,148,897	04/07/1998
JUST CROSSTICH	1,727,585	10/27/1992

{00023970.DOC; 2}