

## 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
Provo Craft and Novelty, Inc.		09/15/2011	CORPORATION: UTAH
RECEIVING PARTY DATA			
Name:	PCA Investment II Corp., Administrative Agent c/o Sorenson Capital Partners, L.P.		
Street Address:	3400 N. Ashton Blvd.		
Internal Address:	Suite 400		
City:	Lehi		
State/Country:	UTAH		
Postal Code:	84043		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4167781	CRICUT MINI	
CORRESPONDENCE DATA			
Fax Number:	7344184279		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	734-418-4278		
Email:	TMdocketing@honigman.com		
Correspondent Name:	Jennifer Sheehan Anderson		
Address Line 1:	39400 Woodward Avenue		
Address Line 2:	Suite 101		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304-5151		
ATTORNEY DOCKET NUMBER:	221315-331721		
NAME OF SUBMITTER:	Jennifer Sheehan Anderson		
Signature:	/Jennifer Sheehan Anderson/		

CH \$40.00 4167781

Date:

03/14/2013

**Total Attachments: 9**

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THIS AGREEMENT AND THE RIGHTS AND OBLIGATIONS EVIDENCED HEREBY AND THE OTHER DOCUMENTS, INSTRUMENTS AND AGREEMENTS RELATED HERETO (INCLUDING ANY INDEBTEDNESS INCURRED AND ANY LIENS OR SECURITY INTERESTS GRANTED HEREUNDER) ARE SUBORDINATE, AND SUBJECT TO CANCELLATION AND TERMINATION IN CONNECTION WITH A TURNOVER (AS DEFINED IN THE SUBORDINATION AGREEMENT), IN EACH CASE, IN THE MANNER AND TO THE EXTENT SET FORTH IN THE SUBORDINATION AGREEMENT, TO THE INDEBTEDNESS (INCLUDING INTEREST) AND OTHER OBLIGATIONS OWED, AND LIENS AND SECURITY INTERESTS GRANTED, BY ARCHES ACQUISITION I, LLC, PROVO CRAFT & NOVELTY, INC., PCCRAFTER, INC., A UTAH CORPORATION, AND THE OTHER LOAN PARTIES (AS DEFINED IN THE FIRST LIEN LOAN AGREEMENT) PURSUANT TO THAT CERTAIN FIRST LIEN CREDIT AGREEMENT, AND THE OTHER DOCUMENTS, INSTRUMENTS AND AGREEMENTS RELATED THERETO; AND EACH HOLDER OF THE LOANS OR OBLIGATIONS OWED UNDER THIS AGREEMENT, BY ITS ACCEPTANCE HEREOF, IRREVOCABLY AGREES TO BE BOUND BY THE PROVISIONS OF THE SUBORDINATION AGREEMENT. IN THE EVENT OF ANY CONFLICT BETWEEN THE TERMS OR PROVISIONS OF THIS AGREEMENT AND THE PROVISIONS OF THE SUBORDINATION AGREEMENT, THE TERMS OR PROVISIONS OF THE SUBORDINATION AGREEMENT SHALL GOVERN.

NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Second Lien Collateral Agreement dated as of September 15, 2011 (as amended, restated, supplemented or otherwise modified from time to time, the "Agreement") among the Grantor (as defined below), the other grantors party thereto and the Administrative Agent for the Secured Parties, the undersigned Grantor has granted a continuing security interest in and continuing lien upon the Trademarks, including the United States Trademarks on Schedule 1 hereto (the "Trademark Collateral") to the Administrative Agent for the ratable benefit of the Secured Parties. Terms used herein but not otherwise defined herein shall have the meaning ascribed to them in the Agreement.

The Grantors and the Administrative Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the grant of a security interest in the Trademark Collateral (a) may only be terminated in accordance with the terms of the Agreement and (b) is not to be construed as an assignment of any trademark or trademark application.

This Notice of Grant of Security Interest in Trademarks has been entered into in conjunction with the provisions of the Agreement. The Grantor does hereby acknowledge and confirm that the grant of the security interest hereunder to, and the rights and remedies of, the

Administrative Agent with respect to the Collateral are more fully set forth in the Agreement, the terms and provisions of which are incorporated herein by reference as if fully set forth herein, and are subject to the Subordination Agreement.

IN THE EVENT OF ANY CONFLICT BETWEEN THE TERMS OR PROVISIONS OF THIS AGREEMENT AND THE PROVISIONS OF THE SUBORDINATION AGREEMENT, THE TERMS OR PROVISIONS OF THE SUBORDINATION AGREEMENT SHALL GOVERN.

[Signature page follows]

GRANTOR:

c/o Provo Craft & Novelty Inc.  
10876 South Riverfront Parkway  
South Jordan, Utah 84095  
Attention: Donald Olsen  
Fax: (801) 446-8046  
Email: dolsen@provocraft.com

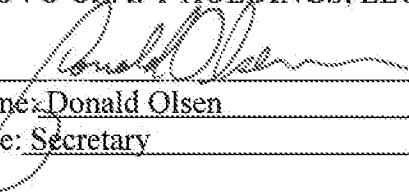
ADMINISTRATIVE AGENT:

PCA INVESTMENT II CORP.

c/o Sorenson Capital Partners, L.P.  
3400 N. Ashton Blvd.  
Suite 400  
Lehi UT, 84043  
Attn: D. Fraser Bullock and Luke Sorenson  
Tel: (801) 407-8400  
Fax: (801) 407-8411  
Email: fbullock@sorensoncap.com and  
lsorenson@sorensoncap.com

Very truly yours,

PROVO CRAFT HOLDINGS, LLC

By:   
Name: Donald Olsen  
Title: Secretary

Acknowledged and accepted:

PCA INVESTMENT II CORP.

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

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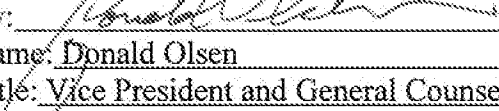
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Email: fbullock@sorensoncap.com and  
lsorenson@sorensoncap.com

Very truly yours,

PROVO CRAFT & NOVELTY, INC.

By:   
Name: Donald Olsen  
Title: Vice President and General Counsel

Acknowledged and accepted:

PCA INVESTMENT II CORP.

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

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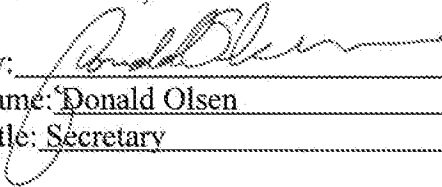
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Email: fbullock@sorensoncap.com and  
lsorenson@sorensoncap.com

Very truly yours,

pcCRAFTER, INC.

By:   
Name: Donald Olsen  
Title: Secretary

Acknowledged and accepted:

PCA INVESTMENT II CORP.

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

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Very truly yours,

PROVO CRAFT HOLDINGS, LLC

By: \_\_\_\_\_  
Name: Donald Olsen  
Title: Secretary

Acknowledged and accepted:

PCA INVESTMENT II CORP.

By: \_\_\_\_\_  
Name: D. Fraser Bullock  
Title: Director



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lsorenson@sorensoncap.com

Very truly yours,

PROVO CRAFT & NOVELTY, INC.

By: \_\_\_\_\_  
Name: Donald Olsen  
Title: Vice President and General Counsel

Acknowledged and accepted:

PCA INVESTMENT II CORP.

By: \_\_\_\_\_  
Name: D. Fraser Bullock  
Title: Director

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Name: Donald Olsen  
Title: Secretary

Acknowledged and accepted:

PCA INVESTMENT II CORP.

By: \_\_\_\_\_  
Name: D. Fraser Bullock  
Title: Director

**SCHEDULE 1**

**TRADEMARKS**

<b>Mark</b>	<b>Country</b>	<b>App No.</b>	<b>File Date</b>	<b>Reg. No.</b>	<b>Reg. Date</b>	<b>Status</b>
CRICUT CRAFT ROOM	CANADA	1534046	6/30/2011			Pending
CRICUT MINI	UNITED STATES	85466233	11/7/2012	4167781	7/3/2012	Registered