

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
Woodside Capital Partners IV, LLC		03/13/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Magnet, LLC		
Street Address:	7 Chambers Drive		
City:	Washington		
State/Country:	MISSOURI		
Postal Code:	63090		
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI		
Name:	Benchmark Industries, LLC		
Street Address:	7 Chambers Drive		
City:	Washington		
State/Country:	MISSOURI		
Postal Code:	63090		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
Name:	Perfect Promotional Products, LLC		
Street Address:	300 North Elevar Street		
City:	Oxnard		
State/Country:	CALIFORNIA		
Postal Code:	93030		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 21			
Property Type	Number	Word Mark	
Registration Number:	1643849	WE ATTRACT BUSINESS	
Registration Number:	2618811	VAGABOND	

TRADEMARK

Registration Number:	1971962	PHONECARD EXPRESS
Registration Number:	3218904	EZ FEED
Registration Number:	3277699	THE BOSS
Registration Number:	3303331	INNOVATIONS
Registration Number:	4121283	MAGNETS 4 MEDIA
Registration Number:	2765955	THE BAG FACTORY
Registration Number:	3615169	MAGNETDOG.COM
Registration Number:	1807609	PROFESSIONAL TOWEL LINE
Registration Number:	1831384	PROFESSIONAL TOWEL MILLS
Registration Number:	1830941	THE NATURAL
Registration Number:	3695271	THE BAG FACTORY
Registration Number:	2846772	CRYSTAL BY BENCHMARK
Registration Number:	2156468	PERFECT LINE
Registration Number:	2144411	PERFECT XPRESS
Registration Number:	1704246	INSTA-LAM
Registration Number:	3066451	POLYFRESH
Registration Number:	3270149	POLYFRESH-LITE
Registration Number:	1194002	BENCHMARK
Registration Number:	1269226	BENCHMARK

CORRESPONDENCE DATA

Fax Number: 4155911400

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

Phone: 415-591-1000

Email: trademarkssf@winston.com

Correspondent Name: Winston & Strawn LLP

Address Line 1: 101 California Street

Address Line 4: San Francisco, CALIFORNIA 94111-5894

ATTORNEY DOCKET NUMBER:	200876.00001
NAME OF SUBMITTER:	Kimberly Eckhart
Signature:	/Kimberly Eckhart/
Date:	03/18/2013

Total Attachments: 10

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INTELLECTUAL PROPERTY SECURITY INTEREST RELEASE

This **INTELLECTUAL PROPERTY SECURITY INTEREST RELEASE** (this "Release") is made as of March 13, 2013 (the "Release Date") in favor of Magnet, LLC, Benchmark Industries, LLC, Perfect Promotional Products, LLC and MagnetDog Holdings, LLC (the "Grantors") by Woodside Capital Partners IV, LLC, a Delaware limited liability company, as administrative agent (in such capacity, the "Administrative Agent").

WHEREAS, pursuant to a Security Agreement dated July 1, 2002 (as amended, supplemented or otherwise modified from time to time) (the "Security Agreement") Grantors granted Union Bank, N.A. (formerly known as Union Bank of California, N.A.) a national banking association, a security interest in and to all of their respective Copyrights, Patents, and Marks as set forth on Schedule A, Schedule B, and Schedule C, respectively (together "IP Collateral");

WHEREAS, pursuant to an Assignment Of Collateral Rights Under The Security Agreement dated December 16, 2010 ("Assignment"), Union Bank N.A. assigned to Administrative Agent all of its right, title, and interest in each of the Marks, Patents, and Copyrights;

WHEREAS, such Assignment was recorded with the United States Patent & Trademark Office ("USPTO") Assignment Division (Trademarks) on January 7, 2011 at Reel/Frame 4448/0686, USPTO Assignment Division (Patents) on January 10, 2011 at Reel/Frame 25608/0183, and with the United States Copyright Office on January 6, 2011 in Volume 3595, D583 P1-10.

WHEREAS, the Grantors have paid all of their outstanding indebtedness to the Administrative Agent.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Administrative Agent hereby (i) acknowledges and confirms the full and complete satisfaction of Grantors' indebtedness under the Security Agreement with respect to the IP collateral; (ii) terminates the Security Agreement, (iii) terminates, cancels, waives, relinquishes, abandons and releases any and all rights, obligations, liens, or security interests, and any and all claims of liens or security interests, of any kind or nature, in and to any of the IP Collateral; (iv) authorizes and directs the U.S. Patent & Trademark Office and U.S. Copyright Office to release the security interests; and (v) re-assigns to the Grantors any right, title and interest it may have in, to and under the IP Collateral to the Grantors.

The Administrative Agent shall, at the Grantors' expense, take all further actions, and provide to the Grantors, their successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably

requested by the Grantors to more fully and effectively effectuate the purposes of this Release.

IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be executed by its duly authorized representative as of the Release Date.

WOODSIDE CAPITAL PARTNERS IV, LLC,
as Administrative Agent

By: 

Name:

DAVID RAY

Title

EXECUTIVE VICE PRESIDENT

SCHEDULE A
U.S. COPYRIGHT REGISTRATIONS

Copyright Claimant	Title	Reg. No.
Magnet, LLC	Red Fridays camo ribbon	VA0001409173
Benchmark Industries, LLC	Religious Clock	VAU000104729
Benchmark Industries, LLC	Baby Clock	VAU000104730
Benchmark Industries, LLC	To have and hold from this day forward, for better, for worse, for richer, for poorer in sickness and in health, to love and to cherish, till death do us part	VAU0000250370
Benchmark Industries, LLC	Time & weather station	VA0000357923
Benchmark Industries, LLC	Kitchen clock	VA0000357924
Benchmark Industries, LLC	Christopher Columbus/ Guy W. Thomas	VA0000462894

SCHEDULE B

U.S. PATENTS

Title	Patent No.	Issue Date	Owner
Pen and note holder	D438,253	02/27/01	Magnet, LLC
Memo and pen holder	D470,184	02/11/03	Magnet, LLC
Memo holder with pen clip	D477,029	07/08/03	Magnet, LLC
Key Hook Mail Holder	D496,817	10/05/04	Magnet, LLC
Photo frame with memo holder	D461,504	08/13/02	Magnet, LLC
Writing Instrument with magnet	D501,879	02/15/05	Magnet, LLC
Writing Instrument with Magnet	D511,544	11/15/05	Magnet, LLC
Cord Retractor with Screen Sweeper	D505,266	05/24/05	Magnet, LLC
Folding Memo Board	D505,697	05/31/05	Magnet, LLC
Ribbon Carabiner	D525,520	07/25/06	Magnet, LLC
Perforated magnetic card	6,153,280	11/28/00	Magnet, LLC
Multi-sheet Article Having Removable Portions comprising Magnetized Material	6,940,377	09/06/05	Magnet, LLC
Writing Instrument with Contoured Grip	D486,859	02/17/04	Benchmark Industries, LLC
Contoured Grip for Writing Instrument	D486,519	02/10/04	Benchmark Industries, LLC
Compound Grip for Writing Instrument	D486,860	02/17/04	Benchmark Industries, LLC
Retractable Badgeholder with Spinning Display	6,364,237	04/02/02	Perfect Promotional Products, LLC
Writing pen	D344,760	03/01/94	Magnet, LLC
Writing pen	D344,759	03/01/94	Magnet, LLC

Title	Patent No.	Issue Date	Owner
Writing pen	D344,977	03/08/94	Magnet, LLC
Writing pen	D344,978	03/08/94	Magnet, LLC
Writing pen	D345,176	03/16/94	Magnet, LLC
Writing pen	D345,375	03/22/94	Magnet, LLC
Visor	D364,953	12/12/95	Perfect Promotional Products, LLC
Magnetic message display and method of selectively framing messages	6,347,469	02/19/02	Magnet, LLC
Retractable Modem cord Device with Spinning Display	6,626,389	09/30/03	Magnet, LLC
Memo clip with mounting pins	6,754,937	06/29/04	Magnet, LLC
Multi-sheet Article Having Removable Portions comprising Magnetized Material	6,940,377	09/06/05	Magnet, LLC
Pop-Up Pen	6,592,279	07/15/03	Perfect Promotional Products, LLC

SCHEDULE C

U.S. TRADEMARKS

Mark	Reg. No.	Reg. Date	Owner
WE ATTRACT BUSINESS.	1643849	05/17/91	Magnet, LLC
VAGABOND	2618811	09/10/02	Magnet, LLC
PHONECARD EXPRESS	1971962	04/30/96	Magnet, LLC
EZ FEED	3218904	03/13/07	Magnet, LLC
THE BOSS	3277699	08/07/07	Magnet, LLC
INNOVATIONS	3303331	10/02/07	Magnet, LLC
MAGNETS 4 MEDIA	4121283	04/03/2012	Magnet, LLC
THE BAG FACTORY	2765955	09/16/03	Magnet, LLC
MAGNETDOG.COM	3615169	05/05/09	Magnet, LLC
PROFESSIONAL TOWEL LINE	1807609	11/30/93	Magnet, LLC
PROFESSIONAL TOWEL MILLS	1831384	04/19/94	Magnet, LLC
THE NATURAL	1830941	04/12/94	Magnet, LLC
THE BAG FACTORY	3695271	10/13/09	Magnet, LLC
CRYSTAL BY BENCHMARK	2846772	05/25/04	Benchmark Industries, LLC
PERFECT LINE	2156468	05/12/98	Perfect Promotional Products, LLC
PERFECT XPRESS	2144411	03/17/98	Perfect Promotional Products, LLC
INSTA-LAM	1704246	07/28/92	Perfect Promotional Products, LLC
POLYFRESH	3066451	03/07/06	Perfect Promotional Products, LLC
POLYFRESH-LITE	3270149	07/24/07	Perfect Promotional Products, LLC
MAGNETS 4 MEDIA	3118550	07/18/06	Magnet, LLC
THE BAG FACTORY	3695271	10/13/09	Magnet, LLC
MAGNETIC STATEMENTS	1550945	08/08/89	Magnet, LLC
CAMPCARD	1879214	02/14/95	Magnet, LLC
TOWEL N' TOTE	2124521	12/23/97	Magnet, LLC
PHONECARD EXPRESS	2385373	09/12/00	Magnet, LLC
THE INTERNET PHONECARD	2593203	07/09/02	Magnet, LLC

Mark	Reg. No.	Reg. Date	Owner
BENCHMARK CLOCK CO.	1117647	05/08/79	Benchmark Industries, LLC
	1194002	04/20/82	Benchmark Industries, LLC
BENCHMARK (stylized)	1269226	03/06/84	Benchmark Industries, LLC
BENCHMARK	1373693	12/03/85	Benchmark Industries, LLC
	1881671	02/28/95	Benchmark Industries, LLC
	1920434	09/19/95	Benchmark Industries, LLC
	1932787	11/07/95	Benchmark Industries, LLC
BENCHMARK	1950335	01/23/96	Benchmark Industries, LLC
	2325837	03/07/00	Benchmark Industries, LLC
CUTTING EDGE CONCEPTS	2331659	03/21/00	Benchmark Industries, LLC
BENCHMARK	2368779	07/18/00	Benchmark Industries, LLC
PERFECT ON-LINE	2028316	01/07/97	Perfect Promotional Products, LLC
SUPER PRO	2110883	11/04/97	Perfect Promotional Products, LLC
BUDGET PRO	2134281	02/03/98	Perfect Promotional Products, LLC
ADVER VIZORS	2134280	02/03/98	Perfect Promotional

Mark	Reg. No.	Reg. Date	Owner
			Products, LLC
THIRST QUENCHERS	2110882	11/04/97	Perfect Promotional Products, LLC