

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Termination and Release of Security Interest in Trademark Rights		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LaSalle Bank National Association		08/14/2013	National Banking Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	AIA Corporation		
Street Address:	800 WINNECONNE AVENUE		
City:	NEENAH		
State/Country:	WISCONSIN		
Postal Code:	54957		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2307532	ADVENTURES IN ADVERTISING	
Serial Number:	78558214	PROMOKEY	
Registration Number:	2819998	ADVENTURES IN ADVERTISING	
CORRESPONDENCE DATA			
Fax Number:	2165790212		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	216-586-7471		
Email:	ladelong@jonesday.com, pcyingier@jonesday.com		
Correspondent Name:	Laura A. DeLong		
Address Line 1:	901 Lakeside Ave		
Address Line 2:	JONES DAY		
Address Line 4:	Cleveland, OHIO 44114		
ATTORNEY DOCKET NUMBER:	560255-920002 - AIA		

CH \$90.00 2307532

NAME OF SUBMITTER:	Laura A. DeLong
Signature:	/Laura A. DeLong/
Date:	08/15/2013
Total Attachments: 3 source=AIA#page1.tif source=AIA#page2.tif source=AIA#page3.tif	

**TERMINATION AND RELEASE OF SECURITY INTEREST
IN TRADEMARK RIGHTS**

TERMINATION AND RELEASE dated as of August 14, 2013, from Bank of America, N.A., as successor to LaSalle Bank National Association, as agent (the "**Agent**"), to AIA Corporation, a Delaware corporation formerly known as Adventures in Advertising Corporation (the "**Grantor**").

WITNESSETH:

WHEREAS, the Grantor and the Agent were party to that certain Credit Agreement, dated as of July 21, 2005 (as amended, the "**Credit Agreement**"), by and among the Grantor, the Agent, the lending institutions party thereto as lenders and the other persons party thereto;

WHEREAS, pursuant to, among other documents, the Trademark Security Agreement, dated as of July 21, 2005 (the "**Security Agreement**"), made by the Grantor in favor of the Agent, the Grantor granted a security interest (the "**Security Interest**") to the Agent in certain collateral, including the Trademark Collateral (as hereinafter defined);

WHEREAS, the Security Interest was recorded with the United States Patent and Trademark Office;

WHEREAS, the Borrowers (as such term is defined in the Credit Agreement) have satisfied all obligations, indebtedness and liabilities existing under the Loan Documents (as such term is defined in the Credit Agreement) pursuant to and in compliance with that certain payoff letter from the Agent to the Borrowers dated June 10, 2009; and

WHEREAS, for the avoidance of doubt, the Agent now desires to terminate and release the entirety of its Security Interest in the Trademark Collateral;

NOW, THEREFORE, for good and valuable consideration including the satisfaction of all obligations, indebtedness and liabilities secured by the Trademark Collateral pursuant to the Security Agreement, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Termination and Release, the Buyer hereby states as follows:

1. Definitions. The term "**Trademark Collateral**," as used herein, shall mean all of the Grantor's right, title and interest of every kind and nature as of the date hereof in the trademarks listed on Schedule A hereto and all other registered trademark, trademark registration, trade name and trademark application, registered service mark, service mark registration, service name and service mark application, including, without limitation, the trademarks, trademark registrations, trade names and trademark applications, service marks, service mark registrations, service names and service mark applications, and (a) renewals thereof; (b) all income, royalties, damages and payments now and hereafter due and/or payable under and with respect thereto, including, without limitation, damages and payment for past or future infringements thereof; (c) the right to sue for past, present and future infringements thereof; (d) all rights corresponding thereto throughout the world; and (e) all goodwill related to the foregoing.

2. Release of Security Interest. The Agent hereby terminates, releases and discharges its Security Interest in the Trademark Collateral, and any right, title or interest of the Agent in such Trademark Collateral shall hereby cease and become void.

Schedule A

Mark	App. No.	App. Date	Reg. No.	Reg. Date
ADVENTURES IN ADVERTISING			2,307,532	01/11/2000
PROMOKEY	78558214	02/01/2005		
ADVENTURES IN ADVERTISING			2,819,998	03/02/2004