

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM305124

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL AT REEL/FRAME NO. 4714/0293

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
GENERAL ELECTRIC CAPITAL CORPORATION		05/09/2014	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	HOFFMASTER GROUP, INC.
Street Address:	2920 N. MAIN STREET
Internal Address:	PO BOX 2038
City:	OSHKOSH
State/Country:	WISCONSIN
Postal Code:	54903-2038
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 85

Property Type	Number	Word Mark
Registration Number:	3787861	ARTSTYLE
Registration Number:	4242917	BUBBLE LOCK
Registration Number:	1773918	
Registration Number:	4074748	EARTH WISE TREE FREE
Registration Number:	4074749	EARTHWISE TREE FREE
Registration Number:	3982849	EASY CARRY
Registration Number:	4080672	ELISE
Registration Number:	3024269	FINISHING TOUCH
Registration Number:	4328849	FORM & FUNCTION
Registration Number:	3670903	INNOWARE
Registration Number:	3697074	INNOWARE
Registration Number:	3591984	JUST LIKE LINEN
Registration Number:	4073278	OCTY-ROUND
Registration Number:	4030276	PERFORMA
Registration Number:	1748484	SOVEREIGN
Registration Number:	3935717	WHERE STRENGTH MEETS STYLE
Registration Number:	1530906	AMERICAN
Registration Number:	0781586	AMERICAN

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	0783224	AMERICAN
Registration Number:	2669004	BETTER THAN LINEN
Registration Number:	2669005	BETTER THAN LINEN
Registration Number:	3308909	CATERWRAP
Registration Number:	2404409	CELLUTEX
Registration Number:	3299737	CHANGING SPACES
Registration Number:	1962108	COLOR ME
Registration Number:	0515474	CRAFTMASTER
Registration Number:	3396271	CREATE-A-SCENE
Registration Number:	2623757	DOLLAR-WISE
Registration Number:	2112472	DOLLAR-WISE
Registration Number:	3811246	EARTH WISE
Registration Number:	2431207	EVERY OCCASION
Registration Number:	2128753	EVERY OCCASION
Registration Number:	1590958	EVERY OCCASION
Registration Number:	2896744	H
Registration Number:	2106890	H
Registration Number:	3029966	HOFFMASTER
Registration Number:	1462761	HOFFMASTER
Registration Number:	0782096	HOFFMASTER
Registration Number:	2595688	IRISH LINEN
Registration Number:	2722406	JUST FOR KIDS!
Registration Number:	2181124	LINEN LIKE
Registration Number:	0535180	LINEN-LIKE
Registration Number:	2439005	LINEN-LIKE SUPREME
Registration Number:	1526864	LINETTE
Registration Number:	2019242	OCTY-ROUND
Registration Number:	3207060	OPALESSENCE
Registration Number:	2114460	PAPER ART
Registration Number:	1634124	PAPER ART
Registration Number:	1634813	PAPER ART
Registration Number:	1596350	PARTY CREATIONS
Registration Number:	2278570	PARTY PAK
Registration Number:	1313488	PERMA-WIPES
Registration Number:	3346504	PHOTOCREATIONS
Registration Number:	1381349	PIK-NIK KING
Registration Number:	1705845	QUICKSET
Registration Number:	3309859	READY-SET-GO
Registration Number:	2163419	SENSATIONS

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	1624798	SENSATIONS
Registration Number:	2043597	SPECIAL OCCASION
Registration Number:	1762055	SPECIAL OCCASION
Registration Number:	1627203	SPECIAL OCCASION
Registration Number:	1628366	SPECIAL OCCASION
Registration Number:	1622100	SPLASH!
Registration Number:	3304786	STAY PUT
Registration Number:	2910222	SWANKIE
Registration Number:	3304638	SWEET STATION
Registration Number:	1648150	TOUCH OF COLOR
Registration Number:	1648876	TOUCH OF COLOR
Registration Number:	2795898	WRAP'N ROLL
Registration Number:	0734939	BROOKLACE
Registration Number:	0921777	RIGIDEEP
Registration Number:	3737574	CATERWRAP
Registration Number:	3941271	CELEBRATIONS BY CREATIVE CONVERTING
Registration Number:	3790623	CREATIVE CONVERTING
Registration Number:	3588354	FASHNPOINT
Registration Number:	3929086	GIVE & TAKE
Registration Number:	3677127	GREEN STYLE
Registration Number:	3632317	H HOFFMASTER COLOR FASHION DESIGN
Registration Number:	3632341	HOFFMASTER GROUP, INC.
Registration Number:	3790679	LINEN-LIKE
Registration Number:	4024518	LINEN-LIKE DELUXE
Registration Number:	3700745	MULTIPACK
Registration Number:	3003332	TOUCH OF COLOR
Registration Number:	1120986	TOUCH OF COLOR
Serial Number:	85294683	STURDYSTYLE

CORRESPONDENCE DATA

Fax Number: 7147558290

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

Email: IPDOCKET@LW.COM, KRISTIN.AZCONA@LW.COM

Correspondent Name: LATHAM & WATKINS LLP

Address Line 1: 650 TOWN CENTER DRIVE, 20TH FLOOR

Address Line 4: COSTA MESA, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER: 038263-0328

NAME OF SUBMITTER: KRISTIN J AZCONA

SIGNATURE: /KJA/

TRADEMARK

REEL: 005283 FRAME: 0861

DATE SIGNED:

05/20/2014

Total Attachments: 7

source=Hoffmaster - Trademark Release GE Reel_Frame 4714_0293(3541110_1_LA)#page1.tif
source=Hoffmaster - Trademark Release GE Reel_Frame 4714_0293(3541110_1_LA)#page2.tif
source=Hoffmaster - Trademark Release GE Reel_Frame 4714_0293(3541110_1_LA)#page3.tif
source=Hoffmaster - Trademark Release GE Reel_Frame 4714_0293(3541110_1_LA)#page4.tif
source=Hoffmaster - Trademark Release GE Reel_Frame 4714_0293(3541110_1_LA)#page5.tif
source=Hoffmaster - Trademark Release GE Reel_Frame 4714_0293(3541110_1_LA)#page6.tif
source=Hoffmaster - Trademark Release GE Reel_Frame 4714_0293(3541110_1_LA)#page7.tif

**RELEASE OF SECURITY INTEREST
IN TRADEMARK COLLATERAL**

This RELEASE, dated as of May 9, 2014 (this "Release"), is made by General Electric Capital Corporation ("Agent"), in favor of Hoffmaster Group, Inc. ("Debtor") as follows:

W I T N E S S E T H

WHEREAS, pursuant to the First Lien Trademark Security Agreement, dated February 3, 2012 (the "Security Agreement"), and recorded with the U.S. Patent and Trademark Office on February 10, 2012 at Reel/Frame No. 4714/0293, and the Second Lien Trademark Security Agreement, dated February 3, 2012 (the "Security Agreement"), and recorded with the U.S. Patent and Trademark Office on February 24, 2012 at Reel/Frame No. 4724/0487, the Debtor granted the Agent a security interest in certain collateral pledged by the Debtor described therein, including, without limitation, the United States trademarks set forth on Schedule A attached hereto (collectively, the "Trademark Collateral");

WHEREAS, the Debtor has paid all of its outstanding indebtedness to the Agent; and

WHEREAS, the Debtor has requested that the Agent release its security interest in all right, title and interest of the Agent in and to the Trademark Collateral.

NOW, THEREFORE, the Agent, without recourse, representation or warranty and at the Debtor's sole cost and expense, hereby terminates, cancels and releases the security interest in the Trademark Collateral and any and right, title and interest of the Agent in the Trademark Collateral shall hereby terminate, cease and become void.

Agent agrees to provide Debtor with any information and additional authorization and documentation necessary to effect the release of Agent's security interest in the Trademark Collateral (without recourse, representation or warranty and at Debtor's sole cost and expense).

[SIGNATURE PAGE FOLLOWS]


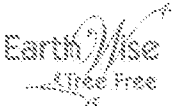
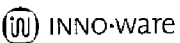
delivered by its duly authorized officer as of the date first written above.



**GENERAL ELECTRIC CAPITAL
CORPORATION,
as Agent**

By: *Bhramik*
Name: BHRAUMIK KOKASIA
Title: DEPUTY AUTHORIZED SIGNATORY



[SIGNATURE PAGE TO RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL DATED 2012]

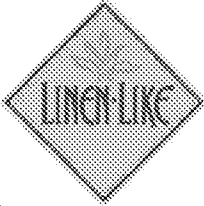

**SCHEDULE A
TO
RELEASE OF SECURITY INTEREST
IN TRADEMARK COLLATERAL**

Trademark	Status	Application Number Application Date	Registration Number Registration Date	Owner Name
ARTSTYLE	REGISTERED	77374472 1/17/08	3787861 5/11/10	HOFFMASTER GROUP, INC.
BUBBLE LOCK	REGISTERED	85350852 6/20/11	4242917 11/13/12	HOFFMASTER GROUP, INC.
Design Only 	RENEWED (REGISTERED) Supplemental Register	74282332 6/8/92	1773918 5/25/93	HOFFMASTER GROUP, INC.
EARTH WISE TREE FREE	REGISTERED	85015965 4/16/10	4074748 12/20/11	HOFFMASTER GROUP, INC.
EARTHWISE TREE FREE 	REGISTERED	85015967 4/16/10	4074749 12/20/11	HOFFMASTER GROUP, INC.
EASY CARRY	REGISTERED Supplemental Register	85085746 7/15/10	3982849 6/21/11	HOFFMASTER GROUP, INC.
ELISE	REGISTERED	77982698 10/20/09	4080672 1/3/12	HOFFMASTER GROUP, INC.
FINISHING TOUCH	REGISTERED	78135534 6/13/02	3024269 12/6/05	HOFFMASTER GROUP, INC.
FORM & FUNCTION	REGISTERED	85362019 7/1/11	4328849 4/30/13	HOFFMASTER GROUP, INC.
INNOWARE 	REGISTERED	77976314 2/22/07	3670903 8/18/09	HOFFMASTER GROUP, INC.
INNOWARE	REGISTERED	77977726 8/30/06	3697074 10/13/09	HOFFMASTER GROUP, INC.
JUST LIKE LINEN	REGISTERED	77169419 4/30/07	3591984 3/17/09	HOFFMASTER GROUP, INC.
OCTY-ROUND	REGISTERED	85253072 2/28/11	4073278 12/20/11	HOFFMASTER GROUP, INC.
PERFORMA	REGISTERED	77744627 5/26/09	4030276 9/27/11	HOFFMASTER GROUP, INC.
SOVEREIGN	RENEWED (REGISTERED)	74282331 6/8/92	1748484 1/26/93	HOFFMASTER GROUP, INC.
STURDYSTYLE	PUBLISHED (PENDING) Intent to Use	85294683 4/13/11		HOFFMASTER GROUP, INC.
WHERE STRENGTH MEETS STYLE	REGISTERED	77981070 6/5/09	3935717 3/22/11	HOFFMASTER GROUP, INC.
AMERICAN	RENEWED (REGISTERED)	73747389 8/22/88	1530906 3/21/89	HOFFMASTER GROUP, INC.

Trademark	Status	Application Number Application Date	Registration Number Registration Date	Owner Name
AMERICAN	RENEWED (REGISTERED) Section 2(F)	72173999 7/30/63	0781586 12/15/64	HOFFMASTER GROUP, INC.
AMERICAN	RENEWED (REGISTERED) Section 2(F)	72173998 7/30/63	0783224 1/12/65	HOFFMASTER GROUP, INC.
BETTER THAN LINEN	RENEWED (REGISTERED)	76385182 3/21/02	2669004 12/31/02	HOFFMASTER GROUP, INC.
BETTER THAN LINEN	RENEWED (REGISTERED)	76385183 3/21/02	2669005 12/31/02	HOFFMASTER GROUP, INC.
CATERWRAP	REGISTERED	78721371 9/27/05	3308909 10/9/07	HOFFMASTER GROUP, INC.
CELLUTEX	RENEWED (REGISTERED)	75891173 1/7/00	2404409 11/14/00	HOFFMASTER GROUP, INC.
CHANGING SPACES	REGISTERED	78797166 1/23/06	3299737 9/25/07	HOFFMASTER GROUP, INC.
COLOR ME	RENEWED (REGISTERED)	74682711 5/31/95	1962108 3/12/96	HOFFMASTER GROUP, INC.
CRAFTMASTER craftmaster	RENEWED (REGISTERED) Supplemental Register	71521258 4/24/47	0515474 9/20/49	HOFFMASTER GROUP, INC.
CREATE-A-SCENE	REGISTERED	78853124 4/4/06	3396271 3/11/08	HOFFMASTER GROUP, INC.
DOLLAR-WISE	RENEWED (REGISTERED)	76206054 2/6/01	2623757 9/24/02	HOFFMASTER GROUP, INC.
DOLLAR-WISE	RENEWED (REGISTERED)	75228844 1/21/97	2112472 11/11/97	HOFFMASTER GROUP, INC.
EARTH WISE	REGISTERED	77060426 12/8/06	3811246 6/29/10	HOFFMASTER GROUP, INC.
EVERY OCCASION	RENEWED (REGISTERED)	75847610 11/6/99	2431207 2/27/01	HOFFMASTER GROUP, INC.
EVERY OCCASION	RENEWED (REGISTERED)	75216863 12/23/96	2128753 1/13/98	HOFFMASTER GROUP, INC.
EVERY OCCASION	RENEWED (REGISTERED)	73822016 8/28/89	1590958 4/10/90	HOFFMASTER GROUP, INC.
H 	RENEWED (REGISTERED)	76517298 5/27/03	2896744 10/26/04	HOFFMASTER GROUP, INC.
H 	RENEWED (REGISTERED)	75164200 9/11/96	2106890 10/21/97	HOFFMASTER GROUP, INC.
HOFFMASTER	REGISTERED Section 2(F)	76977818 10/14/03	3029966 12/13/05	HOFFMASTER GROUP, INC.

Trademark	Status	Application Number Application Date	Registration Number Registration Date	Owner Name
HOFFMASTER	RENEWED (REGISTERED) Section 2(F)	73618908 9/8/86	1462761 10/27/87	HOFFMASTER GROUP, INC.
HOFFMASTER	RENEWED (REGISTERED) Section 2(F)	72184470 1/13/64	0782096 12/22/64	HOFFMASTER GROUP, INC.
IRISH LINEN	RENEWED (REGISTERED)	76148902 10/18/00	2595688 7/16/02	HOFFMASTER GROUP, INC.
JUST FOR KIDS! 	RENEWED (REGISTERED)	76321883 10/4/01	2722406 6/3/03	HOFFMASTER GROUP, INC.
LINEN LIKE	RENEWED (REGISTERED) Section 2(F)	75108802 4/18/96	2181124 8/11/98	HOFFMASTER GROUP, INC.
LINEN-LIKE 	RENEWED (REGISTERED) Section 2(F)	71545933 1/2/48	0535180 12/26/50	HOFFMASTER GROUP, INC.
LINEN-LIKE SUPREME 	RENEWED (REGISTERED)	75548568 9/8/98	2439005 3/27/01	HOFFMASTER GROUP, INC.
LINETTE	RENEWED (REGISTERED)	73733075 6/8/88	1526864 2/28/89	HOFFMASTER GROUP, INC.
OCTY-ROUND	RENEWED (REGISTERED)	75034360 12/18/95	2019242 11/26/96	HOFFMASTER GROUP, INC.
OPALESSENCE	REGISTERED	76567463 12/16/03	3207060 2/13/07	HOFFMASTER GROUP, INC.
PAPER ART 	RENEWED (REGISTERED)	74637582 2/23/95	2114460 11/18/97	HOFFMASTER GROUP, INC.
PAPER ART	RENEWED (REGISTERED)	74064390 5/31/90	1634124 2/5/91	HOFFMASTER GROUP, INC.
PAPER ART	RENEWED (REGISTERED)	74064404 5/31/90	1634813 2/12/91	HOFFMASTER GROUP, INC.
PARTY CREATIONS	RENEWED (REGISTERED)	73795838 4/24/89	1596350 5/15/90	HOFFMASTER GROUP, INC.
PARTY PAK 	RENEWED (REGISTERED) Supplemental Register	75569965 10/14/98	2278570 9/14/99	HOFFMASTER GROUP, INC.
PERMA-WIPES	RENEWED (REGISTERED)	73456389 12/9/83	1313488 1/8/85	HOFFMASTER GROUP, INC.
PHOTOCREATIONS	REGISTERED Supplemental	78903102 6/7/06	3346504 11/27/07	HOFFMASTER GROUP, INC.

Trademark	Status	Application Number Application Date	Registration Number Registration Date	Owner Name
	Register			
PIK-NIK KING	RENEWED (REGISTERED)	73549045 7/19/85	1381349 2/4/86	HOFFMASTER GROUP, INC.
QUICKSET	RENEWED (REGISTERED)	74147838 3/15/91	1705845 8/4/92	HOFFMASTER GROUP, INC.
READY-SET-GO	REGISTERED	78914858 6/22/06	3309859 10/9/07	HOFFMASTER GROUP, INC.
SENSATIONS	RENEWED (REGISTERED)	75198998 11/18/96	2163419 6/9/98	HOFFMASTER GROUP, INC.
SENSATIONS	RENEWED (REGISTERED)	74008712 12/7/89	1624798 11/27/90	HOFFMASTER GROUP, INC.
SPECIAL OCCASION	RENEWED (REGISTERED)	75090641 4/18/96	2043597 3/11/97	HOFFMASTER GROUP, INC.
SPECIAL OCCASION	RENEWED (REGISTERED)	74187799 7/23/91	1762055 3/30/93	HOFFMASTER GROUP, INC.
SPECIAL OCCASION	RENEWED (REGISTERED)	74003866 11/20/89	1627203 12/11/90	HOFFMASTER GROUP, INC.
SPECIAL OCCASION	RENEWED (REGISTERED)	74003867 11/20/89	1628366 12/18/90	HOFFMASTER GROUP, INC.
SPLASH!	RENEWED (REGISTERED)	73785555 3/9/89	1622100 11/13/90	HOFFMASTER GROUP, INC.
STAY PUT	REGISTERED	78945448 8/4/06	3304786 10/2/07	HOFFMASTER GROUP, INC.
SWANKIE	RENEWED (REGISTERED)	76567454 12/16/03	2910222 12/14/04	HOFFMASTER GROUP, INC.
SWEET STATION	REGISTERED	78903099 6/7/06	3304638 10/2/07	HOFFMASTER GROUP, INC.
TOUCH OF COLOR	RENEWED (REGISTERED)	74077941 7/13/90	1648150 6/18/91	HOFFMASTER GROUP, INC.
TOUCH OF COLOR	RENEWED (REGISTERED)	74077943 7/13/90	1648876 6/25/91	HOFFMASTER GROUP, INC.
WRAP'N ROLL	RENEWED (REGISTERED)	76437299 8/5/02	2795898 12/16/03	HOFFMASTER GROUP, INC.
BROOKLACE	RENEWED (REGISTERED)	72136024 1/18/61	0734939 7/24/62	HOFFMASTER GROUP, INC.
RIGIDEEP	RENEWED (REGISTERED)	72359261 5/8/70	0921777 10/12/71	HOFFMASTER GROUP, INC.
				
CATERWRAP	REGISTERED	77399594 2/18/08	3737574 1/12/10	HOFFMASTER GROUP, INC.
				
CELEBRATIONS BY CREATIVE CONVERTING	REGISTERED	77736383 5/13/09	3941271 4/5/11	HOFFMASTER GROUP, INC.
CREATIVE CONVERTING	REGISTERED	77350846 12/13/07	3790623 5/18/10	HOFFMASTER GROUP, INC.
FASHNPOINT	REGISTERED	77321677 11/5/07	3588354 3/10/09	HOFFMASTER GROUP, INC.
GIVE & TAKE	REGISTERED	77666520 2/9/09	3929086 3/8/11	HOFFMASTER GROUP, INC.
GREEN STYLE	REGISTERED	77299675 10/9/07	3677127 9/1/09	HOFFMASTER GROUP, INC.
H HOFFMASTER COLOR FASHION DESIGN	REGISTERED	77323384 11/7/07	3632317 6/2/09	HOFFMASTER GROUP, INC.
				
HOFFMASTER GROUP, INC.	REGISTERED Section 2(F)	77332715 11/19/07	3632341 6/2/09	HOFFMASTER GROUP, INC.

Trademark	Status	Application Number Application Date	Registration Number Registration Date	Owner Name
LINEN-LIKE 	REGISTERED	77399587 2/18/08	3790679 5/18/10	HOFFMASTER GROUP, INC.
LINEN-LIKE DELUXE	REGISTERED Section 2(F)	77957871 3/12/10	4024518 9/13/11	HOFFMASTER GROUP, INC.
MULTIPACK 	REGISTERED	77399585 2/18/08	3700745 10/27/09	HOFFMASTER GROUP, INC.
TOUCH OF COLOR	REGISTERED	76572511 1/26/04	3003332 10/4/05	HOFFMASTER GROUP, INC.
TOUCH OF COLOR	RENEWED (REGISTERED)	73159246 2/21/78	1120986 6/26/79	HOFFMASTER GROUP, INC.