

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM308244

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Bank of New York Mellon		06/13/2014	Banking Corporation: NEW YORK

RECEIVING PARTY DATA

Name:	Creative Crafts Group, LLC
Street Address:	10151 Carver Road
City:	Blue Ash
State/Country:	OHIO
Postal Code:	45242
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	3058377	CKU CREATING KEEPSAKES UNIVERSITY
Registration Number:	2778816	CREATING KEEPSAKES
Registration Number:	3110803	CREATING KEEPSAKES UNIVERSITY
Registration Number:	3519851	CREATING KEEPSAKES
Registration Number:	3091000	PAPER CRAFTS MAGAZINE
Registration Number:	2146731	QUICK QUILTS
Registration Number:	3748354	QUILTER'S HOME
Registration Number:	1571806	SEW NEWS
Registration Number:	2522439	STAMP IT!
Registration Number:	3560492	VINTAGE QUILTS
Registration Number:	4303582	SEW IT ALL
Registration Number:	4380467	CLUB CK

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 513-241-2324

Email: lkrafte@whe-law.com

Correspondent Name: Lori Krafte

Address Line 1: Wood Herron & Evans LLP

TRADEMARK

Address Line 2: 441 Vine Street, 2700 Carew Tower
Address Line 4: Cincinnati, OHIO 45202-2917

NAME OF SUBMITTER: Lori Krafte

SIGNATURE: /Lori Krafte/

DATE SIGNED: 06/20/2014

Total Attachments: 5

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RELEASE OF SECOND LIEN SECURITY INTEREST IN TRADEMARKS

THIS RELEASE OF SECOND LIEN SECURITY INTEREST IN TRADEMARKS ("Release") is made as of June __, 2014 ("Effective Date"), by and between **THE BANK OF NEW YORK MELLON**, as Administrative Agent ("Administrative Agent") for the several banks and other financial institutions (the "Purchasers"), parties to the Note Purchase Agreement dated as of June 9, 2010, with New Publishing Holdings, Inc., and F+W Media, Inc. ("F+W Media").

WHEREAS, pursuant to the terms and conditions of that certain Grant of Second Lien Security Interest in Trademark Rights, effective as of March 3, 2014, Creative Crafts Group, LLC, as an additional grantor (the "Additional Grantor") pledged and granted to Administrative Agent and the Purchasers a security interest in and to all of Additional Grantor's right, title, and interest in and to all of the Trademarks of Additional Grantor, including without limitation those items listed on Schedule A hereto (collectively, the "Trademark Collateral");

WHEREAS, the Grant of Second Lien Security Interest in Trademark Rights was recorded in the United States Patent and Trademark Office at Reel 5240 and Frame 0740;

WHEREAS, Additional Grantor has requested that the Administrative Agent release its security interest in the Trademark Collateral;


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Administrative Agent hereby releases any and all security interests or liens it has against the Trademark Collateral.

Administrative Agent shall, at Additional Grantor's expense, take all further actions, and provide to Additional Grantor, its 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 in form and substance satisfactory to the party executing the same) reasonably requested by Additional Grantor to more fully and effectively effectuate the purposes of this Release.

* * *

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

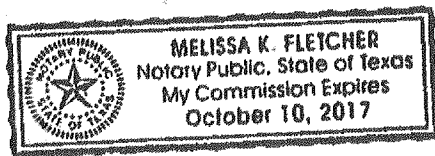
THE BANK OF NEW YORK MELLON,
as Administrative Agent

By: 
Name: MELINDA VALENTINE
 VICE PRESIDENT
Title: _____

ACKNOWLEDGEMENT OF ADMINISTRATIVE AGENT

STATE OF TEXAS)
) ss
COUNTY OF DALLAS)


On the 13th day of June, 2014, before me personally came Melinda Valentine, who is personally known to me to be the Vice President of THE BANK OF NEW YORK MELLON, a New York banking corporation, who, being duly sworn, did depose and say that she/he is the Vice President in such corporation, the corporation described in and which executed the foregoing instrument; that she/he executed and delivered said instrument pursuant to authority given by the Board of Directors of such corporation; and that she/he acknowledged said instrument to be the free act and deed of said corporation.






Melissa K. Fletcher
Notary Public

SCHEDULE A

Creative Crafts Group, LLC

Mark	Country	Application Serial No.	Registration No.
CKU CREATING KEEPSAKES UNIVERSITY & Design 	U.S.	76/317,237	3,058,377
CREATING KEEPSAKES	Australia	933445	933445
CREATING KEEPSAKES	Japan	2005/47543	5112986
CREATING KEEPSAKES	South Africa	2005/19901	2005/19901
CREATING KEEPSAKES	South Africa	2005/19902	2005/19902
CREATING KEEPSAKES	South Africa	2005/19903	2005/19903

CREATING KEEPSAKES	South Africa	2005/19904	2005/19904
CREATING KEEPSAKES	South Africa	2005/19905	2005/19905
CREATING KEEPSAKES	South Africa	2005/19906	2005/19906
CREATING KEEPSAKES	U.S.	75/431,571	2,778,816
CREATING KEEPSAKES UNIVERSITY	Japan	2005-047544	4911819
CREATING KEEPSAKES UNIVERSITY	South Africa	2005-19907	2005-19907
CREATING KEEPSAKES UNIVERSITY	U.S.	76/317,236	3,110,803
CREATING KEEPSAKES & Design 	U.S.	77/425,289	3,519,851
KEEPSAKES with Katakana キープセークス Keepsakes	Japan	2005-018879	4918214-2
PAPER CRAFTS MAGAZINE & Design 	U.S.	78/326,879	3,091,000
QUICK QUILTS	U.S.	75/136,822	2,146,731
QUILTER'S HOME	U.S.	77/631,515	3,748,354
SEW NEWS	U.S.	73/716,392	1,571,806
SIMPLE SCRAPBOOKS	Japan	2005/047542	4,919,368
STAMP IT!	U.S.	76/231,968	2,522,439
VINTAGE QUILTS	U.S.	77/484,327	3,506,492

SEW IT ALL	U.S.		4,303,582
CLUB CK & Design 	U.S.	77/887,040	4,380,467