

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM312204

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Firststar Bank Illinois, N.A.		07/17/2014	national banking association: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Franklin Franchising Holdings LLC		
<b>Street Address:</b>	7601 Durand Avenue		
<b>City:</b>	Mount Pleasant		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53177		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1590260	BEN FRANKLIN CRAFTS	
<b>Registration Number:</b>	0715184	BEN FRANKLIN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4142735198		
<i>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.</i>			
<b>Phone:</b>	414-273-3500		
<b>Email:</b>	bgilpin@gklaw.com		
<b>Correspondent Name:</b>	Brian G. Gilpin; Godfrey & Kahn, S.C.		
<b>Address Line 1:</b>	780 N. Water Street		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>ATTORNEY DOCKET NUMBER:</b>	011472-0004		
<b>NAME OF SUBMITTER:</b>	Brian G. Gilpin		
<b>SIGNATURE:</b>	/Brian G. Gilpin/		
<b>DATE SIGNED:</b>	07/29/2014		
<b>Total Attachments: 2</b>			
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**RELEASE OF SECURITY INTEREST  
(Trademarks)**

WHEREAS, Franklin Franchising Holdings LLC, a Delaware limited liability company ("Borrower") located at 7601 Durand Avenue, Mount Pleasant, Wisconsin 53177, as successor-in-interest to Promotions Unlimited Corporation, and Firststar Bank Illinois, N.A., a national banking association ("Secured Party"), with a location at 136 S. Washington ST, Naperville, Illinois 60566, are parties to one or more security agreements which grant to Secured Party a security interest in Borrower's assets, including, but not limited to, the assets listed in the attached **Exhibit A**; and

WHEREAS, Borrower has fully satisfied all of the Borrower's obligations to Secured Party with respect to said security agreements;

NOW, THEREFORE, Lender states as follows:

Secured Party hereby certifies that it is the present owner of a security interest in all right, title, and interest in and to the trademarks identified in security agreement between Secured Party and Promotions Unlimited Corporation executed April 21, 1997 notice of which was recorded in the United States Patent and Trademark Office in Reel 1592, Frame 0674, on May 16, 1997 to secure payment of certain obligations of the Borrower to Secured Party; and

Secured Party hereby certifies that the Borrower has satisfied all its obligations to Secured Party, and hereby releases and discharges the Borrower from all such obligations and terminates the security interest in all of the assets referred to in the above-noted security agreement and to the assets listed in the attached **Exhibit A**.

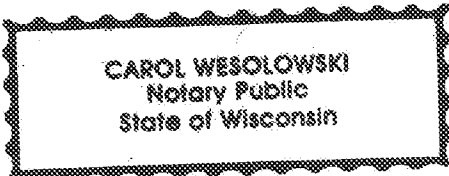
IN WITNESS THEREOF, Secured Party has caused this Release of Security Interest to be duly executed by its officer this 17th day of July, 2014.

U.S. BANK NATIONAL ASSOCIATION AS  
SUCCESSOR IN INTEREST TO  
FIRSTSTAR BANK ILLINOIS, N.A.

By: *Dale L. Welke*  
Name: Dale L. Welke  
Title: Vice President

STATE OF WISCONSIN            )  
  )    SS  
COUNTY OF MILWAUKEE        )

The foregoing instrument was acknowledged before me this 17th day of July, 2014, by Dale L. Welke, Vice President of Firststar Bank Illinois, N.A., on behalf of the bank.



*Carol Wesołowski*  
Notary Public, State of Wisconsin  
My commission expires: January 10, 2016

**EXHIBIT A**

Trademarks

<b>MARK</b>	<b>COUNTRY/ STATE</b>	<b>SERIAL NO./REG. NO.</b>	<b>FILING DATE/REG. DATE</b>	<b>STATUS</b>	<b>RECORD OWNER</b>
BEN FRANKLIN CRAFTS	US	1,590,260	04/03/1990	Registered	Franklin Franchising Holdings LLC
BEN FRANKLIN	US	715,184	05/09/1961	Registered	Franklin Franchising Holdings LLC