

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM318878

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST IN TRADEMARKS AND TRADEMARK APPLICATIONS

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Toronto Dominion (Texas) LLC		09/29/2014	LIMITED LIABILITY COMPANY: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	William Arthur, Inc.
<b>Street Address:</b>	One Beacon Street
<b>Internal Address:</b>	17th Floor
<b>City:</b>	Boston
<b>State/Country:</b>	MASSACHUSETTS
<b>Postal Code:</b>	02108
<b>Entity Type:</b>	CORPORATION: MAINE

## PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	3810294	WILLIAM ARTHUR
Registration Number:	3810320	RITA RENNING
Registration Number:	3834964	THE SIGNATURE OF FINE STATIONERY
Serial Number:	85296527	LOVE. LIFE. BEAUTIFULLY.
Serial Number:	85372583	LOVE. LIFE. BEAUTIFULLY.
Serial Number:	85372628	LOVE. LIFE. BEAUTIFULLY.
Serial Number:	85372677	LOVE. LIFE. BEAUTIFULLY.
Serial Number:	85372742	LOVE. LIFE. BEAUTIFULLY.
Serial Number:	85675234	TRULY
Serial Number:	85372753	LOVE. LIFE. BEAUTIFULLY.

## CORRESPONDENCE DATA

Fax Number: 2125935955

*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: 212-756-2132

Email: scott.kareff@srz.com

Correspondent Name: S. Kareff c/o Schulte Roth &amp; Zabel LLP

Address Line 1: 919 Third Avenue

TRADEMARK

**Address Line 2:** 22nd Floor  
**Address Line 4:** New York, NEW YORK 10022

**ATTORNEY DOCKET NUMBER:** 041598-0047

**NAME OF SUBMITTER:** Scott Kareff (041598-0047)

**SIGNATURE:** /kc for sk/

**DATE SIGNED:** 10/02/2014

**Total Attachments: 3**

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**RELEASE OF SECURITY INTEREST IN TRADEMARKS AND TRADEMARK APPLICATIONS**

THIS RELEASE OF SECURITY INTEREST IN TRADEMARKS AND TRADEMARKS APPLICATIONS ("Release") is made effective as of September 29, 2014, by TORONTO DOMINION (TEXAS) LLC, in its capacity as administrative agent (the "Agent") for the lenders (the "Lenders") party to that certain Amended and Restated Credit Agreement dated as of August 5, 2011 (as amended, restated, supplemented or modified from time to time, the "Credit Agreement"), among Crane & Co., Inc., the Lenders, and the Agent, to WILLIAM ARTHUR, INC. (the "Grantor"), as follows:

WHEREAS, on August 5, 2011, the Grantor and the Agent entered into an Amended and Restated Guarantee and Collateral Agreement, as supplemented by the Joinder to Guarantee and Collateral Agreement, dated as of November 30, 2012 (collectively, as amended, restated, supplemented or modified from time to time, the "Collateral Agreement");

WHEREAS, on December 31, 2012, the Grantor and the Agent entered into a Trademark Security Agreement (the "Trademark Security Agreement");

WHEREAS, pursuant to the Collateral Agreement and the Trademark Security Agreement, the Grantor granted to the Agent, among other collateral, a continuing security interest in all of the Grantor's right, title and interest in, to and under the following (all of the following items or types of property being herein collectively referred to as the "Trademark Collateral"), whether now owned or existing or hereafter arising or acquired:

- i. Each United States Trademark (as defined in the Collateral Agreement) owned by Grantor, including, without limitation, each Trademark registration and application (other than intent-to-use applications) referred to in Schedule I hereto, and all of the goodwill of the business connected with the use of, or symbolized by, each such Trademark; and
- ii. All proceeds of and revenues from the foregoing, including, without limitation, all proceeds of and revenues from any claim brought by Grantor in Grantor's sole discretion against third parties for (i) past, present or future unfair competition with, violation of intellectual property rights in connection with, injury to, or infringement or dilution of any Trademark owned by Grantor, including, without limitation, any Trademark referred to in Schedule I hereto, or (ii) injury to the goodwill associated with any of the foregoing.

WHEREAS, the Trademark Security Agreement was recorded in the United States Patent & Trademark Office on June 4, 2013 at reel/frame 005040/0430; and

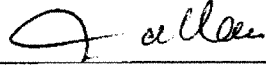
WHEREAS, the Agent wishes to release its security interest in the Trademark Collateral.

NOW THEREFORE, the Agent hereby releases, all right, title and interest in and to the Intellectual Property, including its security interest in and lien upon the Trademark Collateral.

If and to the extent the Agent has acquired any right, title, or interest to any of the Trademark Collateral, it hereby assigns and transfers such right, title, and interest to the Grantor.

IN WITNESS WHEREOF, the Agent has caused this Release to be executed by its duly authorized officer.

**TORONTO DOMINION (TEXAS) LLC**

By: 

Name: **WALLACE WONG**  
Title: **AUTHORIZED SIGNATORY**

**SCHEDULE I**

**RELEASE OF SECURITY INTEREST IN TRADEMARKS RECORDED AT  
REEL/FRAME 005040/00430**

**WILLIAM ARTHUR, INC. – REGISTERED TRADEMARKS**

- WILLIAM ARTHUR  
Reg. No. 3810294 Registered 29 June 2010 Class 16
- RITA RENNING  
Reg. No. 3810320 Registered 29 June 2010 Class 16
- THE SIGNATURE OF FINE STATIONERY  
Reg. No. 3834964 Registered 17 August 2010 Class 16
- LOVE. LIFE. BEAUTIFULLY.  
App. No. 85296527 Filed 15 April 2011 Class 16
- LOVE. LIFE. BEAUTIFULLY.  
App. No. 85372583 Filed 15 July 2011 Class 11
- LOVE. LIFE. BEAUTIFULLY.  
App. No. 85372628 Filed 15 July 2011 Class 16
- LOVE. LIFE. BEAUTIFULLY.  
App. No. 85372677 Filed 15 July 2011 Class 18
- LOVE. LIFE. BEAUTIFULLY.  
App. No. 85372742 Filed 15 July 2011 Class 26
- TRULY  
App. No. 85675234 Filed 12 July 2012 Class 16

**SERVICE MARKS:**

- LOVE. LIFE. BEAUTIFULLY.  
App. No. 85372742 Filed 15 July 2011 Class 35
- LOVE. LIFE. BEAUTIFULLY.  
App. No. 85372753 Filed 15 July 2011 Class 42