

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM337596

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Security Interest		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Bancorp Bank		04/01/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Advertising Specialty Institute, Inc.		
Street Address:	4800 STREET ROAD		
City:	Trevose		
State/Country:	PENNSYLVANIA		
Postal Code:	19103		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 48			
Property Type	Number	Word Mark	
Registration Number:	2150676	ACE	
Registration Number:	3355421	ADVANTAGES	
Registration Number:	3774788	ADVANTAGES UNIVERSITY	
Registration Number:	1174139	ADVERTISING SPECIALTY INSTITUTE	
Registration Number:	1174140	ADVERTISING SPECIALTY REGISTER	
Registration Number:	1747778	AFFORDABLE SOLUTIONS	
Registration Number:	1176093	ASI	
Registration Number:	4193073	ASI	
Registration Number:	2160263	ASI CENTRAL	
Registration Number:	1917420	ASI/EDI INC.	
Registration Number:	1932477	ASI PROMOTION PRODUCTS INFORMATION CENTE	
Registration Number:	1729220	ASI QUARTERLY REGISTER	
Registration Number:	2102337	ASI SECURE	
Registration Number:	4233755	ASI SMARTSALES	
Registration Number:	1971645	ASI/EDI	
Registration Number:	2165025	ASINTERNET	
Registration Number:	2990827	ASK ASI.COM	
Registration Number:	4084000	ASKASI.COM	
Registration Number:	1226605	COUNSELOR	

OP \$1215.00 2150676

Property Type	Number	Word Mark
Registration Number:	2126951	CREDITDIRECT
Registration Number:	2337477	E S P
Registration Number:	1595034	ESP
Registration Number:	3670451	ESP ONLINE
Registration Number:	3519166	ESP ONLINE
Registration Number:	4053536	ESP ORDERS
Registration Number:	3884184	ESP WEB
Registration Number:	1666703	FASTFIND
Registration Number:	1300526	IDEA SHOWCASE
Registration Number:	2133483	LOGO SHOP
Registration Number:	2074670	LOGOMALL
Registration Number:	1242811	MEDIA FILE
Registration Number:	2520735	PROMOGRAM
Registration Number:	4167324	PROMOMART
Registration Number:	2074671	PROMOMART
Registration Number:	2591591	PROMOSHOP
Registration Number:	1680844	PROMOTION BUYER'S DIGEST
Registration Number:	1253747	SOMETHING SPECIAL
Registration Number:	1651183	SPECTRUM
Registration Number:	3710031	STITCHES GOLDEN NEEDLE AWARDS
Registration Number:	1904410	STITCHES
Registration Number:	3742904	STITCHES UNIVERSITY
Registration Number:	3012780	SUCCESSFUL PROMOTIONS
Registration Number:	4090439	SUCCESSFUL PROMOTIONS
Registration Number:	1949749	THE GIFT BOOK
Registration Number:	1972000	THE PROMOTION BOOK
Registration Number:	3909558	TOP SELLERS
Registration Number:	3553792	WEARABLES
Registration Number:	3777519	WEARABLES UNIVERSITY

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.

Email: trademarks@whiteandwilliams.com

Correspondent Name: Ryan J. Udell

Address Line 1: 1650 Market Street

Address Line 2: One Liberty Place, Suite 1800

Address Line 4: Philadelphia, PENNSYLVANIA 19103

NAME OF SUBMITTER:	Ryan J. Udell
SIGNATURE:	/rudell/
DATE SIGNED:	04/08/2015
Total Attachments: 4 source=Notice of Release of Security Interest#page1.tif source=Notice of Release of Security Interest#page2.tif source=Notice of Release of Security Interest#page3.tif source=Notice of Release of Security Interest#page4.tif	

NOTICE OF RELEASE OF SECURITY INTEREST

This Notice of Release of Security Interest (the "Release") is effective as of April 14, 2015, by **THE BANCORP BANK** (together with its successors, "Secured Party").

WHEREAS, reference is made to that certain Intellectual Property Security Agreement dated as of June 27, 2011 and that certain First Amendment to Intellectual Property Security Agreement dated as of November 6, 2012 by **ADVERTISING SPECIALTY INSTITUTE**, a Pennsylvania corporation (the "Grantor"), in favor of Secured Party (collectively, the "Security Agreements"); and

WHEREAS, pursuant to the Security Agreements and the Loan Agreement (as defined in the Security Agreements), the Grantor granted to the Secured Party a security interest in certain of the Grantor's assets, including, without limitation, the trademarks ("Intellectual Property") owned by Grantor as described in the Security Agreements; and

WHEREAS, the Security Agreements were recorded with the United States Patent and Trademark Office on June 29, 2011 at Reel/Frame 004571/0880 and on November 27, 2012 at Reel/Frame 004907/0181;

NOW, THEREFORE, intending to be legally bound hereby and in connection with the Security Agreements and the Loan Agreement (as defined in the Security Agreements), Secured Party hereby releases and remits, without any recourse, representation or warranty, any and all rights, title and interests in and to the Intellectual Property, including, without limitation, the trademarks set forth on Exhibit A attached hereto, and hereby authorizes the Grantor or Grantor's authorized representative to record this Release with the United States Patent and Trademark Office as evidence of such release.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Secured Party duly executes this Release, which is effective as of the day and year first written above.

THE BANCORP BANK, as Secured Party

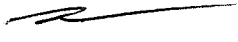
By: 
Name: Norman R. Smith
Title: First Vice President

EXHIBIT A

Intellectual Property - Trademarks

Mark	Country	Application #	File Date	Reg. Date	Registration #	Status
ACE	United States	75/259,101	3/18/1997	4/14/1998	2,150,676	REGISTERED
ADVANTAGES	United States	77/140,269	3/26/2007	12/18/2007	3,355,421	REGISTERED
ADVANTAGES UNIVERSITY	United States	77/825,689	9/15/2009	4/13/2010	3,774,788	REGISTERED
ADVERTISING SPECIALTY INSTITUTE	United States	73/218,357	6/4/1979	10/20/1981	1,174,139	REGISTERED
ADVERTISING SPECIALTY REGISTER	United States	73/220,695	6/22/1950	10/20/1981	1,174,140	REGISTERED
AFFORDABLE SOLUTIONS	United States	74/165,790	5/13/1991	1/19/1993	1,747,778	REGISTERED
ASI	Canada	1206522	2/10/2004	6/26/2009	TMA742,687	REGISTERED
ASI	EU	302034	6/5/1996	7/8/1998	302034	REGISTERED
ASI	United States	73/222,039	7/2/1979	11/3/1981	1,176,093	REGISTERED
ASI (design mark)	United States	85/359,112	6/29/2011	8/21/2012	4,193,073	REGISTERED
ASI Canada Logo	Canada	1413236	10/6/2008	2/15/2010	TMA759522	REGISTERED
ASI Canada Logo (Color)	Canada	1413232	10/3/2008	2/15/2010	TMA759391	REGISTERED
ASI CENTRAL	United States	75/257,262	3/14/1997	5/26/1998	2,160,263	REGISTERED
ASI EDI INC. and Design	United States	74/439,759	9/24/1993	9/5/1995	1,917,420	REGISTERED
ASI PROMOTION PRODUCTS INFORMATION CENTER	United States	74/401,513	6/14/1993	11/7/1995	1,932,477	REGISTERED
ASI QUARTERLY REGISTER	United States	74/056,110	5/7/1990	11/3/1992	1,729,220	REGISTERED
ASI SECURE	United States	75/138,851	7/24/1996	9/30/1997	2,102,337	REGISTERED
ASI SMARTSALES	United States	85/384,265	7/29/2011	10/30/2012	4,233,755	REGISTERED
ASI/EDI	United States	74/439,760	9/24/1993	4/30/1996	1,971,645	REGISTERED
ASI/EDI INC.	United States	74/439,759	9/24/1993	9/5/1995	1,917,420	REGISTERED
ASINTERNET	United States	75/071,554	3/12/1996	6/16/1998	2,165,025	REGISTERED
ASK ASI.COM and Design	United States	76/222,101	3/8/2001	9/6/2005	2,990,827	REGISTERED
ASKASI.COM	United States	85/359,208	6/29/2011	1/10/2012	4084000	REGISTERED
COUNSELOR	United States	73/247,385	1/24/1980	2/8/1983	1,226,605	REGISTERED
CREDITDIRECT	United States	75/184,114	10/19/1996	1/6/1998	2,126,951	REGISTERED
E S P	United States	75/521,207	7/17/1998	4/4/2000	2,337,477	REGISTERED
ESP	United States	73/817,087	8/4/1989	5/8/1990	1,595,034	REGISTERED
ESP ONLINE	United States	77/463,111	5/1/2008	8/18/2009	3,670,451	REGISTERED
ESP ONLINE	United States	77/278,499	9/13/2007	10/21/2008	3,519,166	REGISTERED

Mark	Country	Application #	File Date	Reg. Date	Registration #	State
ESP ORDERS	United States	77/882,997	12/1/2009	8-Nov-11	4,053,536	REGISTERED
ESP WEB	United States	77/883,166	12/1/2009	11/30/2010	3,884,184	REGISTERED
FASTFIND	United States	74/113,575	11/8/1990	12/3/1991	1,666,703	REGISTERED
IDEA SHOWCASE	United States	73/453,004	11/16/1983	10/16/1984	1,300,526	REGISTERED
LOGO SHOP	United States	75/096,484	4/30/1996	1/27/1998	2,133,483	REGISTERED
LOGOMALL	United States	75/071,551	3/12/1996	6/24/1997	2,074,670	REGISTERED
MEDIA FILE	United States	73/365,550	5/20/1982	6/21/1983	1,242,811	REGISTERED
PROMOGRAM	United States	75/701,006	5/7/1999	12/18/2001	2,520,735	REGISTERED
PROMOMART	United States		1/1/1996	7/3/2012	4,167,324	REGISTERED
PROMOMART	United States	75/071,552	3/12/1996	6/24/1997	2,074,671	REGISTERED
PROMOSHOP	United States	76/354,561	8/29/2001	7/9/2002	2,591,581	REGISTERED
PROMOTION BUYER'S DIGEST	United States	74/169,069	5/22/1991	3/24/1992	1,680,844	REGISTERED
SOMETHING SPECIAL	United States	73/367,306	6/1/1982	10/11/1983	1,253,747	REGISTERED
SPECTRUM	United States	74/019,347	1/16/1990	7/16/1991	1,651,183	REGISTERED
STITCHES GOLDEN NEEDLE AWARDS & Design	United States	77/548,337	8/15/2008	11/10/2009	3,710,031	REGISTERED
STITCHES MAGAZINE	United States	74/555,755	8/1/1994	7/11/1995	1,904,410	REGISTERED
STITCHES UNIVERSITY	United States	77/395,145	2/12/2008	1/26/2010	3,742,904	REGISTERED
SUCCESSFUL PROMOTIONS	United States	76/611,893	9/17/2004	11/8/2005	3,012,780	CANCELLED
SUCCESSFUL PROMOTIONS	United States	85/333,939	5/31/2011	1/24/2012	4,090,439	REGISTERED
THE GIFT BOOK	United States	74/461,017	11/22/1993	1/16/1996	1,949,749	REGISTERED
THE PROMOTION BOOK	United States	74/615,080	12/27/1994	4/30/1996	1,972,000	REGISTERED
TOP SELLERS	United States	85/064,320	6/16/2010	1/18/2011	3,909,558	REGISTERED
WEARABLES	United States	77/473,237	5/13/2008	12/30/2008	3,553,792	REGISTERED
WEARABLES UNIVERSITY	United States	77/818,385	9/2/2009	4/20/2010	3,777,519	REGISTERED