

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM356940

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	GRANT OF A SECURITY INTEREST -- TRADEMARKS		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Commemorative Brands, Inc.		09/30/2015	CORPORATION: DELAWARE
Taylor Publishing Company		09/30/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Cerberus Business Finance, LLC, as collateral agent		
Street Address:	875 Third Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 59			
Property Type	Number	Word Mark	
Registration Number:	4637376	AC	
Registration Number:	4637375	AC	
Registration Number:	3329517	ARTCARVED CLASS RINGS	
Registration Number:	3919586	ARTCARVED CLASS RINGS	
Registration Number:	3251799	ARTCARVED	
Registration Number:	1462750	VALADIUM	
Registration Number:	2189715	GENERATIONS OF LOVE	
Registration Number:	2013791	CELEBRATIONS OF LIFE	
Registration Number:	2138090	BALFOUR "CHOICE OF CHAMPIONS"	
Registration Number:	3885923	BALFOUR PREMIUM SILVER	
Registration Number:	2619803	GRADUATION CELEBRATION	
Registration Number:	1985712	NS	
Registration Number:	1936229	IMAGE INLAY	
Registration Number:	1805999	KEYSTONE	
Registration Number:	1373682	BALFOUR	
Registration Number:	1301528	ACCR	
Registration Number:	1293285	FREEDOM OF CHOICE	
Registration Number:	1099453	DESIGNER	

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Property Type	Number	Word Mark
Serial Number:	86498600	KEEP YOUR KEYBOARD KIND
Serial Number:	86498589	KEEP YOUR KEYBOARD KIND
Serial Number:	86498608	KEEP YOUR KEYBOARD KIND
Registration Number:	0277153	KEEPSAKE
Registration Number:	1892645	KEEPSAKE
Registration Number:	1799274	KEEPSAKE
Registration Number:	3541674	KEEPSAKE
Serial Number:	86471513	KEEPSAKE
Serial Number:	86129299	KEEPSAKE PERSONALIZED GIFTS
Serial Number:	86129302	KEEPSAKE PERSONALIZED GIFTS
Registration Number:	3750300	CAPSTONE
Registration Number:	1182023	CELESTRIUM
Registration Number:	1704202	LETTERMAN
Registration Number:	1596306	QUALIUM
Registration Number:	3132878	RIBBONS OF LOVE
Registration Number:	3367558	RING OF CHAMPIONS
Registration Number:	4576939	RUTHEONE
Registration Number:	4576940	RUTHEONE
Registration Number:	4576941	RUTHEONE
Registration Number:	0989301	SILADIUM
Registration Number:	3243672	SILVER PLUS
Registration Number:	2809562	SILVER SELECT
Registration Number:	3750775	STARFIRE
Registration Number:	4800583	THIS 1'S 4 U
Registration Number:	4234733	BALFOUR SPORTS
Registration Number:	4117424	BALFOUR SPORTS
Registration Number:	3116153	STUDIOWORKS
Registration Number:	4740099	MYYEAR.COM
Registration Number:	2630357	SMART PAY
Registration Number:	2321891	YEARZINE
Registration Number:	2411040	NET CHEK
Registration Number:	2263634	EZPIX
Registration Number:	3459502	TAYLOR SPECIALTY BOOKS
Registration Number:	3758705	SIMPLYCREATE
Registration Number:	3545371	TAYLOR MADE SOLUTIONS
Registration Number:	3948753	FAST SUPPLEMENTS
Registration Number:	3955569	GROUP SUPPLEMENTS
Registration Number:	3938762	YEARBOOK PLUS

Property Type	Number	Word Mark
Registration Number:	4297292	BAL
Registration Number:	4564483	BAL4.TV
Registration Number:	4319043	BALFOURTOOLS

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 & Zabel LLP

Address Line 1: 919 Third Avenue

Address Line 2: 22nd Floor

Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	014951-1575
NAME OF SUBMITTER:	Scott Kareff (014951-1575)
SIGNATURE:	/ks for sk/
DATE SIGNED:	09/30/2015

Total Attachments: 6

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GRANT OF A SECURITY INTEREST -- TRADEMARKS

This Trademark Security Agreement (this "Trademark Security Agreement") is made as of September 30, 2015, by Commemorative Brands, Inc., a Delaware corporation ("CBI"), Taylor Publishing Company, a Delaware corporation ("TPC"; together with CBI, each a "Grantor" and collectively, the "Grantors"), in favor of Cerberus Business Finance, LLC, in its capacity as collateral agent for itself and the other Secured Parties (together with its successors and assigns in such capacity, "Grantee").

WHEREAS, each Grantor has adopted, used and is using, and holds all right, title and interest in and to, the trademarks and service marks listed on the attached Schedule A, which trademarks and service marks are registered or applied for in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, each Grantor has entered into a Pledge and Security Agreement, dated September 30, 2015 (as amended, restated, supplemented, modified or otherwise changed from time to time, the "Security Agreement"), in favor of Grantee; and

WHEREAS, pursuant to the Security Agreement, each Grantor has assigned to the Grantee and granted to the Grantee for the benefit of the Secured Parties (as defined in the Security Agreement), a continuing security interest in all right, title and interest of such Grantor in, to and under the Trademarks, together with, among other things, the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Collateral"), to secure the payment, performance and observance of the Secured Obligations (as defined in the Security Agreement).

NOW, THEREFORE, as collateral security for the payment, performance and observance of all of the Secured Obligations, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Grantor does hereby pledge, convey, sell, assign, transfer and set over unto the Grantee and grants to the Grantee for the benefit of the Grantee and Secured Parties, a continuing security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

All capitalized terms used but not otherwise defined herein have the meanings given to them in the Security Agreement.

Each Grantor does hereby further acknowledge and affirm that the rights and remedies of the Grantee with respect to the Collateral are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

This Trademark Security Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Delivery of an executed counterpart by facsimile or electronic mail shall be

equally effective as delivery of an original executed counterpart.

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IN WITNESS WHEREOF, each Grantor has caused this Trademark Security Agreement to be duly executed by its officer thereunto duly authorized as of the date first set forth above.

COMMEMORATIVE BRANDS, INC.

By: Edward P. Pfaff
Name: Edward Pfaff
Title: Chief Financial Officer

TAYLOR PUBLISHING COMPANY

By: Edward P. Pfaff
Name: Edward Pfaff
Title: Chief Financial Officer

SCHEDULE A TO GRANT OF A SECURITY INTEREST

Trademark Registrations and Applications

Company	Country	Trademark	Application or Registration No.	Filing Date	Registration Date
Commemorative Brands, Inc.	United States	AC	4,637,376	6/24/2014	11/11/2014
Commemorative Brands, Inc.	United States	AC	4,637,375	6/24/2014	11/11/2014
Commemorative Brands, Inc.	United States	ARTCARVED CLASS RINGS	3,329,517	8/11/2006	11/6/2007
Commemorative Brands, Inc.	United States	ARTCARVED CLASS RINGS (stylized)	3,919,586	6/30/2010	2/15/2011
Commemorative Brands, Inc.	United States	ARTCARVED	3,251,799	8/11/2006	6/12/2007
Commemorative Brands, Inc.	United States	Valadium	1,462,750	3/2/1987	10/27/1987
Commemorative Brands, Inc.	United States	GENERATIONS OF LOVE	2,189,715	5/28/1996	9/15/1998
Commemorative Brands, Inc.	United States	CELEBRATIONS OF LIFE	2,013,791	12/9/1995	11/5/1996
Commemorative Brands, Inc.	United States	BALFOUR "CHOICE OF CHAMPIONS"	2,138,090	2/28/1994	2/24/1998
Commemorative Brands, Inc.	United States	BALFOUR PREMIUM SILVER	3885923	4/16/2010	12/07/2010
Commemorative Brands, Inc.	United States	GRADUATION CELEBRATION	2619803	9/14/2012	9/17/2012
Commemorative Brands, Inc.	United States	NS	1,985,712	8/11/1995	7/9/1996
Commemorative Brands, Inc.	United States	IMAGE INLAY	1,936,229	8/12/1994	11/14/1995
Commemorative Brands, Inc.	United States	KEYSTONE	1,805,999	8/24/1992	11/23/1993
Commemorative Brands, Inc.	United States	BALFOUR	1,373,682	5/25/1984	12/3/1985
Commemorative Brands, Inc.	United States	ACCR (stylized)	1,301,528	09/20/1983	10/23/1984
Commemorative Brands, Inc.	United States	FREEDOM OF CHOICE	1,293,285	3/14/1983	9/4/1984
Commemorative Brands, Inc.	United States	Designer	1,099,453	9/6/1977	8/15/1978
Commemorative Brands, Inc.	United States	KEEP YOUR KEYBOARD KIND	86/498,600	1/8/2015	n/a
Commemorative Brands, Inc.	United States	KEEP YOUR KEYBOARD KIND	86/498,589	1/8/2015	n/a
Commemorative Brands, Inc.	United States	KEEP YOUR KEYBOARD KIND	86/498,608	1/8/2015	n/a
Commemorative Brands, Inc.	United States	Keepsake (stylized)	277,153	6/16/1930	11/11/1930
Commemorative Brands, Inc.	United States	Keepsake and Design	1,892,645	4/12/1993	5/2/1995
Commemorative Brands, Inc.	United States	KEEPSAKE	1,799,274	5/3/1993	10/19/1993
Commemorative Brands, Inc.	United States	KEEPSAKE	3,541,674	7/12/2007	12/2/2008
Commemorative Brands, Inc.	United States	KEEPSAKE	86/471,513	12/4/2014	n/a

Company	Country	Trademark	Application or Registration No.	Filing Date	Registration Date
Commemorative Brands, Inc.	United States	KEEPSAKE PERSONALIZED GIFTS (Stylized/Design)	86/129,299	11/26/2013	n/a
Commemorative Brands, Inc.	United States	KEEPSAKE PERSONALIZED GIFTS (Stylized/Design)	86/129,302	11/26/2013	n/a
Commemorative Brands, Inc.	United States	CAPSTONE	3,750,300	12/13/2007	2/16/2010
Commemorative Brands, Inc.	United States	CELESTRUM	1,182,023	9/15/1980	12/15/1981
Commemorative Brands, Inc.	United States	LETTERMAN	1,704,202	4/30/1990	7/28/1992
Commemorative Brands, Inc.	United States	Qualium	1,596,306	9/29/1989	5/15/1990
Commemorative Brands, Inc.	United States	RIBBONS OF LOVE	3,132,878	9/16/2005	8/22/2006
Commemorative Brands, Inc.	United States	RING OF CHAMPIONS	3,367,558	8/14/2007	1/15/2008
Commemorative Brands, Inc.	United States	RUTHEONE	4,576,939	4/18/2013	7/29/2014
Commemorative Brands, Inc.	United States	RUTHEONE	4,576,940	4/18/2013	7/29/2014
Commemorative Brands, Inc.	United States	RUTHEONE	4,576,941	4/18/2013	7/29/2014
Commemorative Brands, Inc.	United States	Siladium	989,301	10/31/1973	7/30/1974
Commemorative Brands, Inc.	United States	SILVER PL US	3,243,672	5/26/2005	5/22/2007
Commemorative Brands, Inc.	United States	Silver Select	2,809,562	3/29/2002	1/27/2004
Commemorative Brands, Inc.	United States	STARFIRE	3,750,775	2/10/2006	2/16/2010
Commemorative Brands, Inc.	United States	THIS I'S 4 U (design)	4,800,583	4/10/2014	8/25/2015
Commemorative Brands, Inc.	United States	BALFOUR SPORTS	4,234,733	4/6/2011	10/30/2012
Commemorative Brands, Inc.	United States	BALFOUR SPORTS	4,117,424	4/6/2011	3/27/2012
Taylor Publishing Company	United States	STUDIOWORKS	3,116,153	11/11/2004	7/18/2006
Taylor Publishing Company	United States	MYYEAR.COM	4,740,099	1/7/2014	5/19/2015
Taylor Publishing Company	United States	SMART PAY	2,630,357	12/4/2000	10/8/2002
Taylor Publishing Company	United States	YEARZINE	2,321,891	4/19/1999	2/22/2000
Taylor Publishing Company	United States	NET CHEK	2,411,040	1/26/1998	12/5/2000
Taylor Publishing Company	United States	EZPIX	2,263,634	9/4/1997	7/20/1999
Taylor Publishing Company	United States	TAYLOR SPECIALTY BOOKS (STYLIZED AND/OR DESIGN)	3,459,502	1/12/2006	7/1/2008
Taylor Publishing Company	United States	SIMPLYCREATE	3,758,705	10/14/2008	3/9/2010
Taylor Publishing Company	United States	TAYLOR MADE SOLUTIONS	3,545,371	6/30/2006	12/9/2008
Taylor Publishing Company	United States	FAST SUPPLEMENTS	3,948,753	12/4/2009	4/19/2011
Taylor Publishing Company	United States	GROUP SUPPLEMENTS	3,955,569	12/22/2009	5/3/2011
Taylor Publishing Company	United States	YEARBOOK PLUS	3,938,762	12/4/2009	3/29/2011

Company	Country	Trademark	Application or Registration No.	Filing Date	Registration Date
Commemorative Brands, Inc.	United States	BAL	4,297,292	1/19/2011	3/5/2013
Commemorative Brands, Inc.	United States	BAL4.TV	4,564,483	4/6/2011	7/8/2014
Commemorative Brands, Inc.	United States	BalfourTools	4,319,043	2/9/2011	4/9/2013

TRADEMARK

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