

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM358061

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Trademark Security Agreement		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WILMINGTON TRUST COMPANY, AS COLLATERAL TRUSTEE		09/30/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	AMERICAN ACHIEVEMENT CORPORATION (AND ITS SUBSIDIARIES INCLUDING THEIR PREDECESSORS IN INTEREST)		
Street Address:	7211 CIRCLE S RD.		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78745		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3718623	THE EDUCATED CHOICE	
Registration Number:	3684689	GREENGOWN	
Registration Number:	3718622		
CORRESPONDENCE DATA			
Fax Number:	9735972400		
<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>			
Phone:	9734226426		
Email:	lstrademark@lowenstein.com		
Correspondent Name:	Vanessa A. Ignacio, Esq.		
Address Line 1:	LOWENSTEIN SANDLER LLP		
Address Line 2:	65 Livingston Avenue		
Address Line 4:	ROSELAND, NEW JERSEY 07068		
ATTORNEY DOCKET NUMBER:	30936.4		
NAME OF SUBMITTER:	Vanessa A. Ignacio		
SIGNATURE:	/Vanessa A. Ignacio/		
DATE SIGNED:	10/09/2015		

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Total Attachments: 9

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RELEASE OF PRIORITY SECURITY INTEREST
IN INTELLECTUAL PROPERTY COLLATERAL

This RELEASE OF PRIORITY SECURITY INTEREST IN INTELLECTUAL PROPERTY COLLATERAL (this "Release"), dated as of September 30, 2015, is made by Wilmington Trust Company, as collateral trustee (the "Collateral Trustee"). Capitalized terms not otherwise defined shall have the meanings given to such terms in the Credit Agreement.

WHEREAS, AMERICAN ACHIEVEMENT CORPORATION (the "Borrower") entered into that certain Credit Agreement, dated as of November 1, 2010 (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Credit Agreement"), among the Borrower, Holdings, the other Credit Parties, the Lenders and the L/C Issuers from time to time party thereto and General Electric Capital Corporation, as agent for the Lenders and the L/C Issuers, under which the Lenders and the L/C Issuers have severally agreed to make extensions of credit to the Borrower upon the terms and subject to the conditions set forth therein;

WHEREAS, in connection with the Credit Agreement, each Grantor (as defined in the Guaranty and Security Agreement), other than the Borrower, agreed, pursuant to a Guaranty and Security Agreement, dated as of November 1, 2010, in favor of the Collateral Trustee (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Guaranty and Security Agreement"), to guarantee the Obligations (as defined in the Credit Agreement) of the Borrower;

WHEREAS, all of the Grantors (as defined in the Guaranty and Security Agreement) are party to the Guaranty and Security Agreement and, as required, executed and delivered a Trademark Security Agreement, dated as of November 1, 2010, in favor of the Collateral Trustee (the "Trademark Security Agreement") or an agreement in a substantially similar form thereto and executed pursuant to the Guaranty and Security Agreement, that provided for security in the following Collateral: all of its Trademarks (as defined in the Trademark Security Agreement) providing for the grant by or to the Grantors of any right under any such Trademarks, including, without limitation, those listed on Annex I hereto; all renewals and extensions of the foregoing, all goodwill of the business connected with the use of, and symbolized by each such Trademark, and all income, royalties, proceeds, and Liabilities (as defined in the Trademark Security Agreement) at any time due or payable or asserted under and with respect to any of the foregoing, including, without limitation, all rights to sue and recover at law or in equity for any past, present and future infringement, misappropriation, dilution, violation or other impairment thereof (collectively, the "Trademark Collateral"); and

WHEREAS, the security interests in the Trademark Collateral listed on Annex I were recorded in the U.S. Patent and Trademark Office ("USPTO") or, as applicable, may have been recorded in the office of a foreign administrative body, on the dates and on the reels and frames set forth in the records thereof, including without limitation recordation in the USPTO at Reel 4308, Frame 0831 on November 2, 2010 and at Reel 5581, Frame 0086 on July 17, 2015.

NOW THEREFORE, the Collateral Trustee hereby RELEASES, without representation, recourse or warranty whatsoever, all of its security interest in the Trademark


Collateral, whether granted pursuant to the Guaranty and Security Agreement, the Trademark Security Agreement or any other agreement or document delivered in connection with the Credit Agreement, and the Collateral Trustee hereby reassigns any and all such right, title and interest (if any) that the Collateral Trustee may have in the Trademark Collateral to the Grantors including the right to sue and recover for past infringements and misappropriations.

The Collateral Trustee agrees, at the Grantors' expense, to cooperate with the Grantors and to provide the Grantors with the information and additional authorization reasonably required or desirable to effect the release of the Collateral Trustee's security interest in the released collateral described herein.

[Signature Page Follows]

IN WITNESS WHEREOF, the Collateral Trustee has executed this Release as of the date first above written.

WILMINGTON TRUST COMPANY,
as Collateral Trustee

By: 
Name: _____
Title: Joseph B. Fell
Vice President

Annex I

Trademark Collateral


Company	Country	Trademark	Application or Registration No.
Commemorative Brands, Inc.	United States	AC with tail	4,637,376
Commemorative Brands, Inc.	United States	AC with tail (Stylized)	4,637,375
Commemorative Brands, Inc.	United States	ARTCARVED CLASS RINGS	3,329,517
Commemorative Brands, Inc.	Australia	ARTCARVED CLASS RINGS in Australia	1160658
Commemorative Brands, Inc.	Brazil	ARTCARVED CLASS RINGS in Brazil	828.970.831
Commemorative Brands, Inc.	Canada	ARTCARVED CLASS RINGS in Canada	319.292
Commemorative Brands, Inc.	Mexico	ARTCARVED CLASS RINGS in Mexico	981.106
Commemorative Brands, Inc.	New Zealand	ARTCARVED CLASS RINGS in New Zealand	763298
Commemorative Brands, Inc.	Community Trademark	ARTCARVED CLASS RINGS in the European Community	5681739
Commemorative Brands, Inc.	United States	ARTCARVED CLASS RINGS (stylized)	3,919,586
Commemorative Brands, Inc.	Canada	ARTCARVED CLASS RINGS (stylized) in Canada	825,105
Commemorative Brands, Inc.	Mexico	ARTCARVED CLASS RINGS (stylized) in Mexico	1217816
Commemorative Brands, Inc.	United States	ARTCARVED	3,251,799
Commemorative Brands, Inc.	Costa Rica	ARTCARVED (tm) in Costa Rica	98.648
Commemorative Brands, Inc.	Australia	ARTCARVED in Australia	1160659
Commemorative Brands, Inc.	Brazil	ARTCARVED in Brazil	828.970.840
Commemorative Brands, Inc.	Canada	ARTCARVED in Canada	051.076
Commemorative Brands, Inc.	El Salvador	ARTCARVED in El Salvador	152/660
CJC Holdings, Inc. (now Commemorative Brands, Inc.)	Guatemala	ARTCARVED in Guatemala	88.415
Commemorative Brands, Inc.	Mexico	ARTCARVED in Mexico	383.987
Commemorative Brands, Inc.	New Zealand	ARTCARVED in New Zealand	763300
Commemorative Brands, Inc.	Community Trademark	ARTCARVED in the European Community (CTM)	5681648

Company	Country	Trademark	Application or Registration No.
Commemorative Brands, Inc.	Canada	ARTCARVED BRIDAL JEWELRY in Canada	495.416
Commemorative Brands, Inc.	United States	Valadium	1,462,750
Commemorative Brands, Inc.	United States	BAL	4,297,292
Commemorative Brands, Inc.	United States	BAL4.TV	4,564,483
Commemorative Brands, Inc.	United States	BalfourTools	4,319,043
Commemorative Brands, Inc.	United States	GENERATIONS OF LOVE	2,189,715
Commemorative Brands, Inc.	United States	CELEBRATIONS OF LIFE	2,013,791
Commemorative Brands, Inc.	United States	BALFOUR "CHOICE OF CHAMPIONS"	2,138,090
Commemorative Brands, Inc. (Owner: Wilmington Trust Company, as Collateral Trustee)	United States	BALFOUR PREMIUM SILVER (TM)	3885923
Commemorative Brands, Inc.	United States	GRADUATION CELEBRATION	2619803
Commemorative Brands, Inc.	United States	NS	1,985,712
Commemorative Brands, Inc.	United States	IMAGE INLAY	1,936,229
Commemorative Brands, Inc.	United States	KEYSTONE	1,805,999
Commemorative Brands, Inc.	United States	BALFOUR	1,373,682
Commemorative Brands, Inc.	Canada	BALFOUR in Canada	TMA809,851
Commemorative Brands, Inc.	Mexico	BALFOUR in Mexico, Class 14	980.085
Commemorative Brands, Inc.	Mexico	BALFOUR in Mexico, Class 16	980.084
Commemorative Brands, Inc.	Community Trademark	BALFOUR in the European Community	5286521
Commemorative Brands, Inc.	United States	ACCR (stylized)	1,301,528
Commemorative Brands, Inc.	Canada	ACCR (stylized)	309.229
Commemorative Brands, Inc.	United States	FREEDOM OF CHOICE	1,293,285
Commemorative Brands, Inc.	United States	Designer	1,099,453
Commemorative Brands, Inc.	Canada	JR and Design	327135
Commemorative Brands, Inc.	United States	KEEP YOUR KEYBOARD KIND	86/498,600

Company	Country	Trademark	Application or Registration No.
Commemorative Brands, Inc.	United States	KEEP YOUR KEYBOARD KIND	86/498,589
Commemorative Brands, Inc.	United States	KEEP YOUR KEYBOARD KIND	86/498,608
Commemorative Brands, Inc.	United States	Keepsake (stylized)	277153
Commemorative Brands, Inc.	United States	Keepsake and Design	1,892,645
Commemorative Brands, Inc.	United States	KEEPSAKE	1,799,274
Commemorative Brands, Inc.	United States	KEEPSAKE	3,541,674
Commemorative Brands, Inc.	United States	KEEPSAKE	86/471,513
Commemorative Brands, Inc.	United States	Keepsake (stylized)	71/302,473
Commemorative Brands, Inc.	Canada	KEEPSAKE	UCA11868
Commemorative Brands, Inc.	Canada	KEEPSAKE	284.006
Commemorative Brands, Inc.	Mexico	KEEPSAKE in Mexico, CL 14, App No. 880943	1029068
Commemorative Brands, Inc.	Mexico	KEEPSAKE in Mexico, CL 16, App No. 880944	1011926
Commemorative Brands, Inc.	Mexico	KEEPSAKE in Mexico, CL 18, App No. 880945	1029069
Commemorative Brands, Inc.	Mexico	KEEPSAKE in Mexico, CL 20, App No. 880946	1029070
Commemorative Brands, Inc.	Mexico	KEEPSAKE in Mexico, CL 21, App No. 880947	1027176
Commemorative Brands, Inc.	Mexico	KEEPSAKE in Mexico, CL 28, App No. 880948	1029071
Commemorative Brands, Inc.	Mexico	KEEPSAKE in Mexico, CL 8, App No. 880941	1029447
Commemorative Brands, Inc.	Mexico	KEEPSAKE in Mexico, CL 8, App No. 880942	1029067
Commemorative Brands, Inc.	Mexico	KEEPSAKE in Mexico, Class 14	1087869
Commemorative Brands, Inc.	Mexico	KEEPSAKE in Mexico, Class 21	1116523
Commemorative Brands, Inc.	Community Trademark	KEEPSAKE DIAMOND	2,617,991
Commemorative Brands, Inc.	Canada	KEEPSAKE FINE JEWELLERY & Design in Canada	TMA682.167
Commemorative Brands, Inc.	United States	KEEPSAKE PERSONALIZED GIFTS (Stylized/Design)	86/129,299
Commemorative Brands, Inc.	United States	KEEPSAKE PERSONALIZED GIFTS (Stylized/Design)	86/129,302
Commemorative Brands, Inc.	Canada	KEYHOLE DESIGN	443.877

Company	Country	Trademark	Application or Registration No.
Commemorative Brands, Inc.	Canada	KEYSTONE	425.800
Commemorative Brands, Inc.	Mexico	KEYSTONE	436.961
Commemorative Brands, Inc.	Canada	KEYSTONE and design	457258
Commemorative Brands, Inc.	Mexico	KEYSTONE and design	460.405
Commemorative Brands, Inc.	United States	CAPSTONE	3,750,300
Commemorative Brands, Inc.	United States	CELESTRUM	1,182,023
Commemorative Brands, Inc.	Canada	Flat A AC (stylized)	1709215
Commemorative Brands, Inc.	United States	LETTERMAN	1,704,202
Commemorative Brands, Inc.	United States	Qualium	1,596,306
Commemorative Brands, Inc.	United States	RIBBONS OF LOVE	3,132,878
Commemorative Brands, Inc.	United States	RING OF CHAMPIONS	3,367,558
Commemorative Brands, Inc.	British Virgin Islands	RING OF CHAMPIONS in the British Virgin Islands (BVI)	4854
Commemorative Brands, Inc.	United States	RUTHEONE	4,576,939
Commemorative Brands, Inc.	United States	RUTHEONE	4,576,940
Commemorative Brands, Inc.	United States	RUTHEONE	4,576,941
Commemorative Brands, Inc.	United States	Siladium	989,301
Commemorative Brands, Inc.	Canada	Siladium	319431
Commemorative Brands, Inc.	United States	SILVER PLUS	3,243,672
Commemorative Brands, Inc.	Canada	SILVER PLUS in Canada	714.216
Commemorative Brands, Inc.	United States	Silver Select	2,809,562
Commemorative Brands, Inc.	Canada	SILVER SELECT	1,151,477
Commemorative Brands, Inc.	United States	STARFIRE	3,750,775
Commemorative Brands, Inc.	Bahamas	STARFIRE in Bahamas	4815
Commemorative Brands, Inc.	United States	THIS 1'S 4 U (design)	4,800,583

Company	Country	Trademark	Application or Registration No.
Commemorative Brands, Inc.	Canada	S DESIGN	323.388
Commemorative Brands, Inc.	United States	BALFOUR SPORTS	4,234,733
Commemorative Brands, Inc.	United States	BALFOUR SPORTS	4,117,424
Commemorative Brands, Inc.	United States	CAPBAL	3693333
Commemorative Brands, Inc.	United States	R. JOHNS, LTD	1904359
Commemorative Brands, Inc.	United States	R. JOHNS	1904358
Commemorative Brands, Inc.	United States	HERALDRY HOUSE (stylized)	1690099
Commemorative Brands, Inc.	United States	GOLDEN DYNALLOY	1702486
Commemorative Brands, Inc.	United States	DYNALLOY	1702485
Commemorative Brands, Inc.	United States	MASTER	1594125
Commemorative Brands, Inc.	United States	NAMESAKE	2986422
Commemorative Brands, Inc.	United States	OROBRIGHT	3677589
Commemorative Brands, Inc.	United States	JOHN ROBERTS	1598500
Taylor Publishing Company	United States	STUDIOWORKS	3,116,153
Taylor Publishing Company	Canada	STUDIOWORKS in Canada	687497
Taylor Publishing Company	United States	MYYEAR.COM	4,740,099
Taylor Publishing Company	United States	SMART PAY	2,630,357
Taylor Publishing Company	United States	YEARZINE	2,321,891
Taylor Publishing Company	United States	NET CHEK	2,411,040
Taylor Publishing Company	United States	EZPIX	2,263,634
Taylor Publishing Company	United States	TAYLOR SPECIALTY BOOKS (STYLIZED AND/OR DESIGN)	3,459,502
Taylor Publishing Company	United States	SIMPLYCREATE	3,758,705
Taylor Publishing Company	United States	TAYLOR MADE SOLUTIONS	3,545,371
Taylor Publishing Company	United States	FAST SUPPLEMENTS	3,948,753
Taylor Publishing Company	United States	GROUP SUPPLEMENTS	3,955,569

Company	Country	Trademark	Application or Registration No.
Taylor Publishing Company	United States	YEARBOOK PLUS	3,938,762
Paul A. Willsie Company	United States	the educated choice	3718623
Paul A. Willsie Company	United States	greengown	3684689
Paul A. Willsie Company	United States		3718622