

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM391470

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Release of Security Interest in Trademarks

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
WELLS FARGO BANK, NATIONAL ASSOCIATION, a national banking association, as Agent		06/29/2016	National Banking Association: UNITED STATES

## RECEIVING PARTY DATA

<b>Name:</b>	DCWV ACQUISITION CORPORATION
<b>Street Address:</b>	751 S. 170 E.
<b>City:</b>	PROVO
<b>State/Country:</b>	UTAH
<b>Postal Code:</b>	84606
<b>Entity Type:</b>	Corporation: DELAWARE

## PROPERTY NUMBERS Total: 41

Property Type	Number	Word Mark
Serial Number:	85215284	DCWV HOME
Serial Number:	85181061	BLUE MOON JEWELRY
Serial Number:	85356881	LET US ACCESSORIZE YOUR LIFE!
Serial Number:	85346736	DCWV
Serial Number:	85337438	DCWV INK
Serial Number:	85613248	BLUE MOON JEWELRY
Serial Number:	85365227	MY LIFE MY WALL
Serial Number:	85365220	ONCE UPON A WALL
Serial Number:	85290566	THE STACK COMPANY
Serial Number:	78944019	COLOR COORDINATES - RAINBOW OF CHOICES,
Serial Number:	78885883	BEAD IN STYLE
Serial Number:	78834808	BEAD SHOP
Serial Number:	78834798	BLUE MOON BEADS SHOP
Serial Number:	78759681	CREATIVITY INC.
Serial Number:	78943543	PRESSED PETALS
Serial Number:	78943534	DIE CUTS WITH A VIEW
Serial Number:	78943527	DCWV

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Property Type	Number	Word Mark
Serial Number:	77880282	ESCRAP APP
Serial Number:	77880274	MY LIFE MY WALL
Serial Number:	77880280	MY LIFE / MY WALL
Serial Number:	77880238	ONCE UPON A WALL
Serial Number:	77676084	CARDSTOCK STACK
Serial Number:	77675744	PAPER STACK
Serial Number:	77675717	PREMIUM STACK
Serial Number:	77674550	THE PAPER STACK
Serial Number:	77674529	MAT STACKS
Serial Number:	77674525	MAT STACK
Serial Number:	77674474	PREMIUM STACKS
Serial Number:	77562558	STACK
Serial Number:	77504165	SCRAPBOOK KIT IN A STACK
Serial Number:	77504147	STACK
Serial Number:	77324656	BLUE MOON
Serial Number:	77281470	ONCE IN A BLUE MOON
Serial Number:	77129662	NATURAL ELEGANCE
Serial Number:	77082410	BLUE MOON B E A D S
Serial Number:	77069432	BEAD BOUTIQUE
Serial Number:	77415746	STACK
Serial Number:	76624699	BLUE MOON BEADS
Serial Number:	76556348	BLUE MOON BEADS
Serial Number:	76537658	CREATIVITY INC.
Serial Number:	76609378	BEAD IN STYLE

**CORRESPONDENCE DATA**

**Fax Number:** 8004947512

*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:** 202-370-4750

**Email:** ipteam@nationalcorp.com

**Correspondent Name:** Darlena Bari Stark

**Address Line 1:** 1025 Vermont Ave NW, Suite 1130

**Address Line 2:** National Corporate Research, Ltd.

**Address Line 4:** Washington, D.C. 20005

**ATTORNEY DOCKET NUMBER:** F164280

**NAME OF SUBMITTER:** Robin Dunn

**SIGNATURE:** /Robin Dunn/

**DATE SIGNED:** 07/14/2016

**Total Attachments: 8**

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**SCHEDULE A**

**Trademark Registrations/Applications**

<b>Grantor</b>	<b>Mark</b>	<b>Application/ Registration No.</b>	<b>App/Reg Date</b>
DCWV Acquisition Corporation	DCWV HOME	85215284	1/11/2011
DCWV Acquisition Corporation	BLUE MOON JEWELRY	85181061	7/10/2012
DCWV Acquisition Corporation	LET US ACCESSORIZE YOUR LIFE!	85356881	6/27/2011
DCWV Acquisition Corporation	DCWV	85346736	6/26/2012
DCWV Acquisition Corporation	DCWV INK	85337438	6/12/2012
DCWV Acquisition Corporation	BLUE MOON JEWELRY	85613248	5/1/2012
DCWV Acquisition Corporation	MY LIFE MY WALL	85365227	3/20/2012
DCWV Acquisition Corporation	ONCE UPON A WALL	85365220	3/20/2012
DCWV Acquisition Corporation	THE STACK COMPANY	85290566	3/20/2012
DCWV Acquisition Corporation	COLOR COORDINATES - RAINBOW OF CHOICES, DESIGNS CREATED TO INSPIRE!	78944019	10/23/2007
DCWV Acquisition Corporation	BEAD IN STYLE	78885883	2/13/2007
DCWV Acquisition Corporation	BEAD SHOP	78834808	9/23/2008
DCWV Acquisition Corporation	BLUE MOON BEADS SHOP	78834798	3/27/2007
DCWV Acquisition Corporation	CREATIVITY INC.	78759681	11/14/2006

<b>Grantor</b>	<b>Mark</b>	<b>Application/ Registration No.</b>	<b>App/Reg Date</b>
DCWV Acquisition Corporation	PRESSED PETALS	78943543	6/24/2008
DCWV Acquisition Corporation	DIE CUTS WITH A VIEW	78943534	6/10/2008
DCWV Acquisition Corporation	DCWV	78943527	8/5/2008
DCWV Acquisition Corporation	ESCRAP APP	77880282	12/27/2011
DCWV Acquisition Corporation	MY LIFE MY WALL	77880274	9/6/2011
DCWV Acquisition Corporation	MY LIFE / MY WALL	77880280	11/22/2011
DCWV Acquisition Corporation	ONCE UPON A WALL	77880238	9/6/2011
DCWV Acquisition Corporation	CARDSTOCK STACK	77676084	11/24/2009
DCWV Acquisition Corporation	PAPER STACK	77675744	11/24/2009
DCWV Acquisition Corporation	PREMIUM STACK	77675717	11/24/2009
DCWV Acquisition Corporation	THE PAPER STACK	77674550	11/24/2009
DCWV Acquisition Corporation	MAT STACKS	77674529	11/24/2009
DCWV Acquisition Corporation	MAT STACK	77674525	11/24/2009
DCWV Acquisition Corporation	PREMIUM STACKS	77674474	11/24/2009
DCWV Acquisition Corporation	STACK	77562558	11/29/2009

<b>Grantor</b>	<b>Mark</b>	<b>Application/ Registration No.</b>	<b>App/Reg Date</b>
DCWV Acquisition Corporation	SCRAPBOOK KIT IN A STACK	77504165	7/14/2009
DCWV Acquisition Corporation	STACK	77504147	7/14/2009
DCWV Acquisition Corporation	BLUE MOON	77324656	3/10/2009
DCWV Acquisition Corporation	ONCE IN A BLUE MOON	77281470	7/7/2009
DCWV Acquisition Corporation	NATURAL ELEGANCE	77129662	7/8/2008
DCWV Acquisition Corporation	BLUE MOON B E A D S	77082410	5/5/2009
DCWV Acquisition Corporation	BEAD BOUTIQUE	77069432	7/15/2008
DCWV Acquisition Corporation	STACK	77415746	7/14/2009
DCWV Acquisition Corporation	BLUE MOON BEADS	76624699	2/21/2006
DCWV Acquisition Corporation	BLUE MOON BEADS	76556348	1/10/2006
DCWV Acquisition Corporation	CREATIVITY INC.	76537658	9/23/2005
DCWV Acquisition Corporation	BEAD IN STYLE	76609378	7/25/2006

**Trademark Licenses**

None.

**RELEASE OF SECURITY INTEREST IN TRADEMARKS**

THIS RELEASE OF SECURITY INTEREST IN TRADEMARKS ("Release") is made as of this 29th day of June 2016, by WELLS FARGO BANK, NATIONAL ASSOCIATION, a national banking association, in its capacity as agent ("Agent"), in favor of DCWV ACQUISITION CORPORATION, a Delaware corporation ("Company").

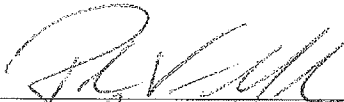
Reference is made to that certain Payoff Letter dated as of June 28, 2016 by and among Agent and Company (the "Payoff Letter").

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, subject to the terms and conditions of the Payoff Letter, Agent hereby releases its liens on and security interests in the trademarks listed on Schedule A attached hereto and made a part hereof, which liens and security interests were established under and pursuant to that certain Trademark Security Agreement dated September 14, 2012, executed by Company in favor of Agent and recorded with the United States Patent and Trademark Office on September 18, 2012 at Reel/Frame 4863/0454.

[Signature Page Follows]

IN WITNESS WHEREOF, Agent has caused this Release to be duly executed by its  
duly authorized officer as of the day and year first above written.

WELLS FARGO BANK, NATIONAL  
ASSOCIATION, AS AGENT

By:   
Name: ROBIN VAN METER  
Title: VICE PRESIDENT



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