

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM488773

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HPS INVESTMENT PARTNERS, LLC, as Collateral Agent		09/04/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	EK SUCCESS LTD.		
Street Address:	2240 West 75th Street		
City:	Woodridge		
State/Country:	ILLINOIS		
Postal Code:	60517		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 43			
Property Type	Number	Word Mark	
Registration Number:	2832876	3D-DOTS	
Registration Number:	3829233	ALL THAT BLING	
Registration Number:	2670494	CIRCLE SCISSOR	
Registration Number:	2972221	COLOR BEE	
Registration Number:	2828446	CORNERADORNER	
Registration Number:	3389960	CURVY CUTTER	
Registration Number:	2744322	CUTTER BEE	
Registration Number:	2900277	CUTTERPEDE	
Registration Number:	3009192	DOTTO	
Registration Number:	4115248	DREAM. MAKE. CELEBRATE.	
Registration Number:	4913979	EASY IMAGE	
Registration Number:	3280758	EASY IMAGE	
Registration Number:	3529988	EK SUCCESS	
Registration Number:	3507468	EK SUCCESS	
Registration Number:	3501054	EK SUCCESS	
Registration Number:	3396017	EK SUCCESS	
Registration Number:	4605746	EK TOOLS	
Registration Number:	4361762	EK TOOLS	

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TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4348169	EK TOOLS
Registration Number:	4800034	EK TOOLS
Registration Number:	4799934	EKSUCCESS BRANDS
Registration Number:	3934862	EKSUCCESS BRANDS
Registration Number:	2967940	INSCRIBLIO
Registration Number:	2977071	JOLEE'S
Registration Number:	4006935	JOLEE'S
Registration Number:	3874846	JOLEE'S
Registration Number:	2583791	JOLEE'S BOUTIQUE
Registration Number:	4913899	JOLEE'S BOUTIQUE
Registration Number:	2897772	JOLEE'S BY YOU
Registration Number:	4164862	JOLEE'S JEWELS
Registration Number:	3819289	JOLEE'S JEWELS
Registration Number:	3822740	JOLEE'S JEWELS
Registration Number:	2897747	NOSTALGIQUES
Registration Number:	2397552	PAPER SHAPERS
Registration Number:	2805648	PHRASE CAFE
Registration Number:	2626395	STAMP-A-MA-JIG
Registration Number:	4649670	STICK IT TO ORDINARY
Registration Number:	2431607	STICKO
Registration Number:	4415875	STICKO FUNCTIONALITY
Registration Number:	4415895	STICKOFY
Registration Number:	4415896	STICKOFY UR LIFE
Registration Number:	2410902	STICKOPOTAMUS
Registration Number:	2698598	WHALE OF A PUNCH

CORRESPONDENCE DATA

Fax Number: 2028357586
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: 202-835-7500
Email: dcip@milbank.com
Correspondent Name: Kristin L. Yohannan, Esq.
Address Line 1: 1850 K Street, NW, Suite 1100
Address Line 2: Milbank, Tweed, Hadley & McCloy, LLP
Address Line 4: Washington, D.C. 20006

ATTORNEY DOCKET NUMBER:	34408.03200
NAME OF SUBMITTER:	Kristin L. Yohannan
SIGNATURE:	/s/ Kristin L. Yohannan

DATE SIGNED:	09/05/2018
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Total Attachments: 5

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EXECUTION VERSION

**NOTICE OF RELEASE OF
SECURITY INTEREST IN TRADEMARKS**

This NOTICE OF RELEASE OF SECURITY INTEREST IN TRADEMARKS (this “Release”), effective as of September 4, 2018 is made by HPS INVESTMENT PARTNERS, LLC, in its capacity as collateral agent (in such capacity, the “Collateral Agent”), in favor of EK SUCCESS LTD., a New York corporation (the “Company”).

W I T N E S S E T H:

WHEREAS, in connection with the First Lien Term Loan Security Agreement, dated as of May 15, 2017, among the Collateral Agent, the Company and the other parties thereto (the “Security Agreement”), the Company executed and delivered the First Lien Term Loan Trademark Security Agreement, dated as of May 15, 2017, in favor of the Collateral Agent (the “Trademark Security Agreement”);

WHEREAS, pursuant to the Trademark Security Agreement, the Company pledged and granted to the Collateral Agent for the benefit of the Secured Parties a lien on and continuing security interest in all of its Pledged Collateral, including the Trademarks set forth on Schedule A attached hereto, together with all goodwill associated with such Trademarks (the “Released Trademarks”);

WHEREAS, the Collateral Agent recorded its security interest in the Released Trademarks with the United States Patent and Trademark Office (the “USPTO”) on May 16, 2017, at Reel/Frame No. 6060-0001; and

WHEREAS, the Collateral Agent has duly authorized the execution, delivery and performance of this Release.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Collateral Agent agrees, for the benefit of the Company, as follows:

SECTION 1. Definitions. Unless otherwise defined herein or the context otherwise requires, terms used in this Release, including its preamble and recitals, have the meanings provided or provided by reference in the Security Agreement or Trademark Security Agreement, as applicable.

SECTION 2. Release of Security Interest. The Collateral Agent does hereby release, relinquish and discharge its lien on and security interest in, and right of setoff against, all of the Company’s right, title and interest in, to and under the Released Trademarks. This Release shall not release the Collateral Agent’s lien and security interest in any other Trademarks, except the Released Trademarks.

SECTION 3. Further Assurances. The Collateral Agent hereby authorizes the Company or the Company’s authorized representative to (i) record this Release with the USPTO, (ii) file UCC financing statement amendments with the applicable filing office in order to memorialize the release of the security interest of the Collateral Agent in the Released Trademarks and/or (iii) otherwise record or file this Release in the applicable governmental

office or agency. The Collateral Agent further agrees to execute and deliver to the Company any and all further documents and instruments, and do any and all further acts which the Company (or its agents or designees) reasonably requests (at the Company's sole cost and expense) in order to confirm this Release and the Company's right, title and interest in, to and under the Released Trademarks.

SECTION 4. Choice of Law. This Release shall be governed by, and construed in accordance with, the laws of the State of New York.

SECTION 5. Counterparts. This Release may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Release by signing and delivering one or more counterparts.

[Signatures Follow On Next Page.]

IN WITNESS WHEREOF, the Collateral Agent has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the date set forth above.

HPS INVESTMENT PARTNERS, LLC,
as Collateral Agent

By: _____
Name: _____
Title: _____

[Signature Page -- Notice of Release of Security Interest in Trademarks in Favor of EK Success Ltd.]

SCHEDULE A

U.S. Trademark Applications and Registrations

Trademark	Country	Status	Appl No	Appl Date	Reg No	Reg Date
3D-Dots	U.S.	Registered	76/457145	9-Oct-02	2832876	13-Apr-04
All that bling	U.S.	Registered	77716165	17-Apr-09	3829233	3-Aug-10
Circle Scissor Pro	U.S.	Registered	85662569	27-Jun-12	2670494	23-Jul-13
Color Bee	U.S.	Registered	76/547187	26-Sep-03	2972221	19-Jul-05
CornerAdorner	U.S.	Registered	76/461279	24-Oct-02	2828446	30-Mar-04
Curvy Cutter	U.S.	Registered	78/773915	15-Dec-05	3389960	26-Feb-08
Cutter Bee	U.S.	Registered	76/353562	28-Dec-01	2744322	29-Jul-03
Cutterpede	U.S.	Registered	76/419657	12-Jun-02	2900277	2-Nov-04
Dotto	U.S.	Registered	76/547188	26-Sep-03	3009192	25-Oct-05
Dream.Make.Celeb rate.	U.S.	Registered	77/616539	18-Nov-08	4115248	20-Mar-12
Easy Image	U.S.	Registered	85644573	6-Jun-12	4913979	8-Mar-16
Easy Image	U.S.	Registered	78/725428	3-Oct-05	3280758	14-Aug-07
EK Success	U.S.	Registered	77/295113	3-Oct-07	3529988	11-Nov-08
EK Success	U.S.	Registered	77/295109	3-Oct-07	3507468	30-Sep-08
EK Success	U.S.	Registered	77/295105	3-Oct-07	3501054	16-Sep-08
EK Success	U.S.	Registered	78/714729	16-Sep-05	3396017	11-Mar-08
EK Tools	U.S.	Registered	85213773	10-Jan-11	4605746	16-Sep-14
EK Tools	U.S.	Registered	85213765	10-Jan-11	4361762	2-Jul-13
EK Tools	U.S.	Registered	85/978665	10-Jan-11	4348169	4-Jun-13
EK Tools design	U.S.	Registered	85697171	7-Aug-12	4800034	25-Aug-15
EKSuccess Brands	U.S.	Registered	85414065	2-Sep-11	4799934	25-Aug-15
EKSuccess Brands	U.S.	Registered	77/607483	5-Nov-08	3934862	22-Mar-11
Inscriblio	U.S.	Registered	76/558677	7-Nov-03	2967940	12-Jul-05
Jolee's	U.S.	Registered	76/452649	20-Sep-02	2977071	26-Jul-05
Jolee's	U.S.	Registered	77908928	11-Jan-10	4006935	2-Aug-11
Jolee's	U.S.	Registered	77908950	11-Jan-10	3874846	9-Nov-10
Jolee's Boutique	U.S.	Registered	76/297063	8-Aug-01	2583791	18-Jun-02
Jolee's Boutique	U.S.	registered	85370545	13-Jul-11	4913899	8-Mar-16
Jolee's by You	U.S.	Registered	76/454154	1-Oct-02	2897772	26-Oct-04
Jolee's Jewels	U.S.	Registered	77663101	4-Feb-09	4164862	26-Jun-12
Jolee's Jewels	U.S.	Registered	77663090	4-Feb-09	3819289	13-Jul-10
Jolee's Jewels	U.S.	Registered	77663082	4-Feb-09	3822740	20-Jul-10
Nostalgiques	U.S.	Registered	76/438856	7-Aug-02	2897747	26-Oct-04
Paper Shapers	U.S.	Registered	75/766116	2-Aug-99	2397552	24-Oct-00
Phrase Café	U.S.	Registered	76/458222	15-Oct-02	2805648	13-Jan-04
Stamp-A-Ma-Jig	U.S.	Registered	76/215290	23-Feb-01	2626395	24-Sep-02

Stick It To Ordinary	U.S.	Registered	85757513	18-Oct-12	4649670	2-Dec-14
Sticko	U.S.	Registered	76/000738	15-Mar-00	2431607	27-Feb-01
Sticko Functionality	U.S.	Registered	85705224	16-Aug-12	4415875	8-Oct-13
STICKOFY	U.S.	Registered	85719423	4-Sep-12	4415895	8-Oct-13
Stickofy Ur Life	U.S.	Registered	85719425	4-Sep-12	4415896	8-Oct-13
Stickopotamus	U.S.	Registered	76/000134	15-Mar-00	2410902	5-Dec-00
Whale of a Punch	U.S.	Registered	76/309396	4-Sep-01	2698598	18-Mar-03