

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM849340

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
GENERAL ELECTRIC COMPANY		10/20/2023	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BUTTERICK COMPANY, INC.		
<b>Street Address:</b>	161 Avenue of the Americas		
<b>City:</b>	NEW YORK		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10013		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2357690	BUTTERICK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	4048851500		
<b>Email:</b>	tmatlanta@seyfarth.com		
<b>Correspondent Name:</b>	Joseph V. Myers III		
<b>Address Line 1:</b>	1075 Peachtree St. NE, #2500		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309		
<b>ATTORNEY DOCKET NUMBER:</b>	077775-900044		
<b>NAME OF SUBMITTER:</b>	Anne E. Yates		
<b>SIGNATURE:</b>	/Anne E. Yates/		
<b>DATE SIGNED:</b>	10/27/2023		
<b>Total Attachments: 15</b>			
source=Release of TM Sec Agm (Butterick Company Inc.)#page1.tif			
source=Release of TM Sec Agm (Butterick Company Inc.)#page2.tif			
source=Release of TM Sec Agm (Butterick Company Inc.)#page3.tif			
source=Release of TM Sec Agm (Butterick Company Inc.)#page4.tif			

CH \$40.00 2357690

source=Release of TM Sec Agm (Butterick Company Inc.)#page5.tif  
source=Release of TM Sec Agm (Butterick Company Inc.)#page6.tif  
source=Release of TM Sec Agm (Butterick Company Inc.)#page7.tif  
source=Release of TM Sec Agm (Butterick Company Inc.)#page8.tif  
source=Release of TM Sec Agm (Butterick Company Inc.)#page9.tif  
source=Release of TM Sec Agm (Butterick Company Inc.)#page10.tif  
source=Release of TM Sec Agm (Butterick Company Inc.)#page11.tif  
source=Release of TM Sec Agm (Butterick Company Inc.)#page12.tif  
source=Release of TM Sec Agm (Butterick Company Inc.)#page13.tif  
source=Release of TM Sec Agm (Butterick Company Inc.)#page14.tif  
source=Release of TM Sec Agm (Butterick Company Inc.)#page15.tif



GE  
Capital

Law Department

Josephine Chang, Deputy General Counsel  
901 Main Avenue, Norwalk, Connecticut 06810  
United States of America  
Office: +1-203-229-8751  
Email: [josephine.chang@ge.com](mailto:josephine.chang@ge.com)

**RELEASE OF TRADEMARK SECURITY AGREEMENT**

General Electric Company, as successor-by-merger of General Electric Capital Corporation, as agent for the lenders (the “Secured Party”) hereby confirms the release of, and does hereby release, all right, title and interest of the Secured Party in and to each of the trademarks and trademark licenses, assigned to the Secured Party by Butterick Company, Inc. (“Grantor”) and listed in Schedule I hereto and Schedule I to the Trademark Security Agreement described herein, together with any and all rights in the Trademark Collateral (as described and defined in the Trademark Security Agreement described herein) granted by Grantor to the Secured Party pursuant to that certain Trademark Security Agreement dated as of March 14, 2001, and recorded on March 27, 2001, in the United States Patent and Trademark Office on Reel 002270, at Frames 0154 through 0168.

IN WITNESS WHEREOF, this Release of Trademark and Copyright Security Agreement has been duly executed on October 20, 2023.

General Electric Company, as successor-by-merger  
of General Electric Capital Corporation

A handwritten signature in black ink, appearing to read 'Josephine Chang', written over a horizontal line.

By: \_\_\_\_\_

Name: Josephine Chang  
Title: Authorized Signatory

SCHEDULE I  
TO  
RELEASE OF TRADEMARK SECURITY AGREEMENT

Copy of Trademark Security Agreement dated as of March 14, 2001,  
and recorded on March 27, 2001, in the United States Patent and Trademark Office  
on Reel 002270, at Frames 0154 through 0168

**TRADEMARK SECURITY AGREEMENT**

TRADEMARK SECURITY AGREEMENT, dated as of March 14, 2001, BUTTERICK COMPANY, INC., a Delaware corporation (“Grantor”), in favor of GENERAL ELECTRIC CAPITAL CORPORATION, a New York corporation, in its capacity as Agent for Lenders.

WITNESSETH:

WHEREAS, pursuant to that certain Credit Agreement dated as of the date hereof by and among The McCall Pattern Company (“Borrower”), the Persons named therein as Credit Parties, Agent and the Persons signatory thereto from time to time as Lenders (including all annexes, exhibits or schedules thereto, as from time to time amended, restated, supplemented or otherwise modified, the “Credit Agreement”), Lenders have agreed to make the Loans and to incur Letter of Credit Obligations for the benefit of Borrower and guaranteed by Grantor;

WHEREAS, Agent and Lenders are willing to make the Loans and to incur Letter of Credit Obligations as provided for in the Credit Agreement, but only upon the condition, among others, that Grantor shall have executed and delivered to Agent, for itself and the ratable benefit of Lenders, that certain Security Agreement dated as of the date herewith (including all annexes, exhibits or schedules thereto, as from time to time amended, restated, supplemented or otherwise modified, the “Security Agreement”);

WHEREAS, pursuant to the Security Agreement, Grantor is required to execute and deliver to Agent, for itself and the ratable benefit of Lenders, this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantor hereby agrees as follows:

1. DEFINED TERMS. All capitalized terms used but not otherwise defined herein have the meanings given to them in Annex A thereto to the Credit Agreement.

2. GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL. Grantor hereby grants to Agent, on behalf of itself and Lenders, a continuing first priority security interest in all of Grantor’s right, title and interest in, to and under the following, whether presently existing or hereafter created or acquired (collectively, the “Trademark Collateral”):

(a) all of its Trademarks and Trademark Licenses to which it is a party including those referred to on Schedule I hereto;

(b) all reissues, continuations or extensions of the foregoing;

(c) all goodwill of the business connected with the use of, and symbolized by, each Trademark and each Trademark License; and

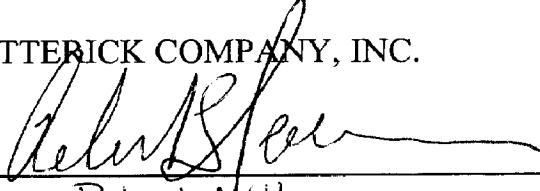
(d) all products and proceeds of the foregoing, including, without limitation, any claim by Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark or Trademark licensed under any Trademark License or (ii) injury to the goodwill associated with any Trademark or any Trademark licensed under any Trademark License.

3. SECURITY AGREEMENT. The security interests granted pursuant to this Trademark Security Agreement are granted in conjunction with the security interests granted to Agent, on behalf of itself and Lenders, pursuant to the Security Agreement. Grantor hereby acknowledges and affirms that the rights and remedies of Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

**[signature page follows]**


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

BUTTERICK COMPANY, INC.

By:   
Name: Robert L. Hermann  
Title: President

ACCEPTED AND ACKNOWLEDGED BY:

GENERAL ELECTRIC CAPITAL  
CORPORATION

By:   
Name: Michael Lustbader  
Title: Duly Authorized Signatory

**ACKNOWLEDGMENT OF GRANTOR**

STATE OF NEW YORK )

COUNTY OF NEW YORK )

ss.

On this 14th day of March, 2001 before me personally appeared MARCH, proved to me on the basis of satisfactory evidence to be the person who executed the foregoing instrument on behalf of Butterick Company, Inc., who being by me duly sworn did depose and say that he is an authorized officer of said corporation, that the said instrument was signed on behalf of said corporation as authorized by its Board of Directors and that he acknowledged said instrument to be the free act and deed of said corporation.

*Iliana Lopez*  
\_\_\_\_\_  
Notary Public

{seal}

**ILIANA LOPEZ  
Notary Public, State of New York  
No. 01LO4838252  
Qualified in Kings County  
Certificate Filed in New York County  
Commission Expires May 31, 2006**



List of Copyrights, Trademarks and Trade Names

BUTTERICK COMPANY, INC.

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
BUTTERICK	2,357,690	06/13/00
SEE & SEW	1,103,032	09/26/78
PANTOMETER	1,432,784	03/17/87
CLASSICS	1,460,857	10/13/87
YES IT'S EASY	1,460,858	10/13/87
B Line	1,882,211	03/07/95
Butterick Fashions	1,825,116	03/08/94
Butterick Quarterly	1,800,694	10/26/93
It's Enchanting	1,884,970	03/21/95
Delineator	1,794,924 1,799,420 1,919,905	09/28/93 10/19/93 09/19/95
New Idea	1,794,922	09/28/93
Sew by Video	2,042,453	03/04/97
Sewing Today	1,879,138	02/14/95
Busy Bodies	1,557,931	09/26/89
Sewing Today	1,906,797	07/18/95
The Designer	1,794,923 1,845,643	09/28/93 07/19/94

19

List of Copyrights, Trademarks and Trade Names

**BUTTERICK COMPANY, INC.**  
Foreign Registered Trademarks

<u>Trademark</u>	<u>Registration No.</u>	<u>Country</u>
See & SEW	SN1840674	Argentina
	B309557	Australia
	A411546	Australia
	B439939	Australia
KijkenKip	261535	Benelux
See & Sew	347988	Benelux
Voyez Et Cosez	362283	Benelux
Vior Et Coudre	360461	Benelux
See & Sew	B8798	Bermuda
See & Sew	77/3204	Bohuth
See & Sew	236503	Canada
Ver & Coser	AP#184289	Columbia
See & Sew	Pending	Czech
See & Sew	4/01/1978	Denmark
See & Sew	130330	Finland
Voir Et Coudre	1544373	France
See & Sew	1418337	France
See & Sew	00267/03	Georgia
See & Sew	976030	W. Germany
See & Sew	B1081811	U.K.
See & Sew	10982A	Guanya
See & Sew	B107476	Ireland
See & Sew	349662	Italy
Vedi & Cuci	378644	Italy
See & Sew	AP193/1993	Japan

**List of Copyrights, Trademarks and Trade Names**

**BUTTERICK COMPANY, INC.  
Foreign Registered Trademarks**

<u>Trademark</u>	<u>Registration No.</u>	<u>Country</u>
See & Sew	395848	Mexico
See & Sew	B120521	N. Zealand
See & Sew	102691	Norway
Se & Sy	112619	Norway
See & Sew	AP79527	Poland
See & Sew	AP28943	Rumania
See & Sew	AP93007950.50	Russia
See & Sew	77/3204	So. Africa
Sien En Stik	B79/3803	So. Africa
See & Sew	Pending	Slovak
See & Sew	163383	Sweden
See & Sew	290978	Switzerland
See & Sew	00632742	Taiwan
See & Sew	KOR18914	Thailand
See & Sew	APT3401392	Ukraine
See & Sew	103456	Venezuela
Five Easy Pieces	456393	Benelux
Five Easy Pieces	A373627	Canada
Five Easy Pieces	VR4464-1990	Denmark
Five Easy Pieces	1.514,096	France
Five Easy Pieces	147718	Norway
Five Easy Pieces	B89/1084	So. Africa
Five Easy Pieces	1,309,356	Spain
Fashion Additional	456394	Benelux
Fashion Additional	A373351	Canada
Fashion Additional	VR06975-1990	Denmark

**List of Copyrights, Trademarks and Trade Names**

**BUTTERICK COMPANY, INC.**  
**Foreign Registered Trademarks**

<u>Trademark</u>	<u>Registration No.</u>	<u>Country</u>
Fashion Additional	1.514.095	France
Fashion Additional	1177672	W. Germany
Fashion Additional	142291	Norway
Fashion Additional	89/1083	So. Africa
Fashion Additional	222154	Sweden
Busy Bodies	A504716	Australia
Busy Bodies	456395	Benelux
Busy Bodies	1373587	U.K.
Busy Bodies	A367236	Canada
Busy Bodies	VR06974-1990	Denmark
Busy Bodies	1185213	Germany
Busy Bodies	191026	N. Zealand
Busy Bodies	141.961	Norway
Busy Bodies	89/1082	So. Africa
Busy Bodies	1.309.357	Spain
Busy Bodies	225050	Sweden
Butterick	315299/1992	Japan
Sew By Video	626065	Australia
Sew By Video	750,833	Canada
Sew By Video	235633	N. Zealand
Sew By Video	94/3230	So. Africa
Sewing Today	617879	Australia
Sewing Today	617881	Australia
Sewing Today	617883	Australia
Sewing Today	744,491	Canada
Sewing Today	234017	N. Zealand

List of Copyrights, Trademarks and Trade Names

**BUTTERICK COMPANY, INC.**  
**Foreign Registered Trademarks**

<u>Trademark</u>	<u>Registration No.</u>	<u>Country</u>
Sewing Today	234025	N. Zealand
Sewing Today	234026	N. Zealand
Sewing Today	93/11611	So. Africa
Sewing Today	93/11612	So. Africa
Sewing Today	93/11613	So. Africa
Sewing Today	1556089	U.K.
Sewing Today	1556090	U.K.
Sewing Today	1556091	U.K.

List of copyrights, trademarks, and trade names (Butterick)

(continued)

License agreement with Conde Nast for the use of the Vogue name  
in the home sewing market

Contracts for licensing the designs of the following designers for the use in paper patterns:

A J Bari  
Alice Hanson  
Anthony Hankins  
Batman  
Beardeaux Bears  
Bryan  
Cabbage Patch Kids  
Chetta B  
Country Living  
Cozy Critters  
Creepy Crawlers  
Cynthia Rowley  
David Warren  
Debra Quartermain (Homespun Treas)  
Delta Burke  
Diahann Carroll  
Diane Von Furstenberg  
Donna Ricco  
Eileen West  
Ellen Tracy  
Essence  
Evan Picone  
Expo  
Family Circle  
Francine Brown  
French Connection  
Ginger Snap Junction  
Glamour Mag  
Hanover  
I'll Teach Myself  
Ingleman Designs  
J.G. Hook  
J.H. Collectibles  
Jessica Howard  
Judy Lynn  
Kathryn Conover  
Kathy Ireland  
Lambchop  
Leslie Fay  
Michele Weston  
Needle In The Haystack  
Nettle Creek

List of copyrights, trademarks, and trade names (Butterick)

(continued)

Nicole Miller  
Pattern Garden  
Power Rangers

Primrose Cottage  
Richard Palan  
Richard Warren  
Rimini  
Rivertown Warehouse  
Ronnie Heller  
Ruth Scharf  
Shirley Stevens  
Soft Stuff  
Star Wars  
Teen Magazine  
Teletubbies  
That Patchwork Place  
Thread Bear  
Victoria  
Waverly  
Xena

Rachel Wallis  
Martha Kelly  
Cheri Strole  
Luv N Stuff

Angel Threads  
B & B Blueprint  
Dos De Tejas  
Green Mountain  
Green Peppers  
Judith Baker Montano  
Mary's Patterns  
Material Riches  
Quilters Wardrobe  
Soft STuff  
Thread Bare

Adri  
Albert Nipon  
Anna Sui  
Anne Klein  
Anne Klein II  
At Home With Waverly

List of copyrights, trademarks, and trade names (Butterick)

(continued)

Badgley Mischka  
Barpy Sarl for J. Bart  
Bebe Winkler  
Blass  
Bliss House (Gene)  
Byron Lars  
Carmelo Pomodoro  
Carolina Herrera  
Charlotte Moss  
Dawn Anderson  
De Bare Saunders  
DKNY  
Donna Karan  
Elizabeth Gillett  
Florence Eiseman  
Foamiture  
Goeffrey Beene  
Henri Bendel  
Hickory River  
Isaac Mizrahi  
Isabel Toledo  
Jennifer George  
Karen Nye  
Koko Beall  
Lauren Sara  
Linda Carr  
Lola Ehrlich  
Madame Alexander  
Marc Jacobs  
Marcy Tilton  
Mario Buatta  
Marjorie Baylard  
Michael Kors  
  
Mode Magazine  
Nipon Boutique  
Oscar De La Renta  
Patricia Underwood  
Perry Ellis  
Roberts-Domond  
Sandra Betzina  
Scaasi  
Strasburg  
Stratton Norris  
Tamotsu  
Teresa Layman



List of copyrights, trademarks, and trade names (Butterick)

(continued)

Tom & Linda Platt

Vera Wang

Victor Costa

Barpy Sarl for J. Bart

Bellville

Genny

Givenchy (no new input)

Jackson

La Roche

Lagerfeld

Mariot Chanet

Montana

Myrene De Premonville

Odile Lancon

St Laurent (no new input)

Ungaro

Calvin Klein (no new input)