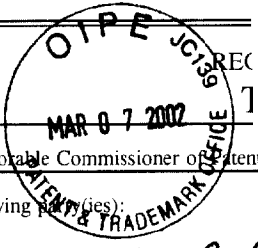


03-15-2002

Form PTO-1594
(Rev 6-93)



102017782

U.S. Department of Commerce
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
HELLER FINANCIAL, INC. *3.7.02*

Individual(s) Association
 General Partnership Limited Partnership
*Corporations
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
* Other Release _____

Execution Date: February 21, 2002

2. Name and address of receiving party(ies):
Name: COMMEMORATIVE BRANDS, INC.
Internal Address: _____

Street Address: 7211 Circle S. Road

City: Austin State: TX ZIP: 78745
Country: _____

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
* Corporation _____
 Other bank, financial institution _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

Additional name(s) & Address(es) attached? Yes * No

4. Application number(s) or trademark number(s): See Exhibit A

If this document is being filed together with a new application, the execution date of the application is _____

A. Trademark Application No.(s) See Exhibit A

B. Trademark No.(s) See Exhibit A

Additional numbers attached * Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Robert E. Rude II
Internal Address: Mayer, Brown, Rowe & Maw

Street Address: 1909 K Street, NW
City: Washington State: DC ZIP: 20006

6. Total number of applications and trademarks involved:
183

7. Total fee (37 CFR 3.41): \$ 4,590.00

* Enclosed (Check No. 1342)
 Authorized to be charged to deposit account

8. Deposit account number: _____

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Robert E. Rude II
Name of Person Signing

RSR II
Signature

March 7, 2002
Date

Total number of pages comprising cover sheet and document attachments: 9

03/14/2002 6TON11 00000173 76129040

01 FC:481
02 FC:482

40.00 OP
4550.00 OP

TRADEMARK
REEL: 002462 FRAME: 0234

EXHIBIT A**Trademarks**

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751685	14K
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1,301,528	ACCR and design
1,301,533	ALLEGRO
1,418,308	AMERICA'S MASTER JEWELER
751696	AMERICAN BEAUTY
764668	ARTCARVED (USA)
880173	ARTCARVED DIAMOND CENTER
1,109,309	ARTCARVED FLAWLESS
1,373,682	BALFOUR
516,188	BALFOUR
2,138,090	BALFOUR "CHOICE OF CHAMPIONS"
1,625,895	BALFOUR AURALITE
1,267,451	BALFOUR HOUSE DESIGN
176,596	BALFOUR MOTIVATIONAL RESEARCH INSTITUTE
1,889,807	BALFOUR OFFICIALLY LICENSED PRO TEAM COLLECTION
766,694	BELLAIRE
1,729,785	BMRI
75-111974	BOY'S ALL*STAR
1,315,677	CAMPUS
2,013,791	CELEBRATIONS OF LIFE
1,182,023	CELESTRIUM
751,246	CEME AND DESIGN
2,053,689	CLASS RINGS LIMITED DESIGN
2,029,920	CLASS THOUGHTS
1,181,151	CRYSTALIQUE AND DESIGN*
1,368,860	DESIGN
764669	DESIGN
1,099,453	DESIGNER

1,305,827	DIMONIQUE
1,702,485	DYNALLOY
1,279,766	EVERLASTING
1,293,285	FREEDOM OF CHOICE
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1,340,604	GOLDEN SADDLE
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1,356,522	KPS
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155,566	LAZY W (#2)
1,704,202	LETTERMAN
0414464	LGB
1,594,125	MASTER
755,467	MIDNIGHT STAR
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1,768,581	NONE-DESIGN ONLY
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884,783	P.V.P.
1,852,353	PANDORA LTD.

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2,310,595	STARFIRE
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3,

* UNFILED

TRADEMARK
REEL: 002462 FRAME: 0238

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1,193,591	WHITE FIRE DIAMOND RINGS & DESIGN
2182441	KEEPSAKE (Great Britain)



**RELEASE OF COLLATERAL
TRADEMARKS AND PATENTS**

THIS RELEASE is made as of this 21st day of February, 2002 by HELLER FINANCIAL, INC., for itself as a lender and as agent for lenders ("Agent") in favor of COMMEMORATIVE BRANDS, INC. ("Company")

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, Agent hereby unconditionally and expressly releases, terminates, and extinguishes, without limitation, any and all of its right, title and interest in and to, and any and all liens and security interests it may have upon, all of the licenses, license applications, trademarks, trademark applications and patents and patent applications, including without limitation, the inventions and improvements described and claimed therein, renewals thereof, all income, royalties, rights and goodwill thereto, and all of the license agreements, including the right to prepare for sale, sell, and advertise for sale, any and all other items listed on Exhibit A attached hereto and made a part hereof, which liens and security interests were established under and pursuant to that certain Trademark Assignment for Security dated as of July 27, 2000, by and between Company and Agent (as amended, supplemented or otherwise modified, the "Trademark Agreement") or that certain Patent Mortgage dated as of July 27, 2000, by and between Company and Agent (as amended, supplemented or otherwise modified, the "Patent Mortgage", together with Trademark Mortgage, the "Agreements"). All obligations and duties listed under the Agreements to the extent they relate solely to the items listed on Exhibit A are hereby released and terminated, and Agent hereby expressly releases and discharges without limitation all claims, demands and causes of action that it may now have or

1345.210

might subsequently accrue to it arising out of or connected with directly or indirectly, the Agreements to the extent they relate solely to the items on Exhibit A.

This Release shall be binding upon Agent's legal representatives, assigns and successors.

HELLER FINANCIAL, INC., for itself and as Agent
and a Lender


By: 
Name: Frederick J Ferris
Title: VP

EXHIBIT A

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