

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
CIT Lending Services Corporation		07/02/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CKMedia, LLC (formerly Enthusiast Media LLC)		
<b>Street Address:</b>	711 Fifth Avenue		
<b>Internal Address:</b>	15th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10022		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 24</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1554638	PCM PROFITABLE CRAFT MERCHANDISING	
Registration Number:	1571806	SEW NEWS	
Registration Number:	2146731	QUICK QUILTS	
Registration Number:	2236306	VINTAGE QUILTS	
Registration Number:	2778816	CREATING KEEPSAKES	
Registration Number:	2765973	CREATING KEEPSAKES	
Registration Number:	2478963	CK OK	
Registration Number:	2391161	READERS' CHOICE	
Registration Number:	2395118	READERS' CHOICE	
Registration Number:	2462962	CRAFTSHOP.COM	
Registration Number:	2553336	MOM'S LITTLE BOOK OF	
Registration Number:	2469668	JOY OF SCENTS	
Registration Number:	2626145	FLIPLIQUETS	

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Registration Number:	2602333	JOURNALETTES
Registration Number:	2522439	STAMP IT!
Registration Number:	2703742	CRAFTS
Registration Number:	3110803	CREATING KEEPSAKES UNIVERSITY
Registration Number:	3058377	CKU CREATING KEEPSAKES UNIVERSITY
Registration Number:	3091000	PAPER CRAFTS MAGAZINE
Serial Number:	78461648	SCRAPLIFTABLES
Serial Number:	78498332	BECKY H.
Serial Number:	78498335	LISA B.
Serial Number:	78533815	CREATING KEEPSAKES
Registration Number:	3244441	SIMPLE SCRAPBOOKS

**CORRESPONDENCE DATA**

Fax Number: (617)502-4877  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 617-248-4877  
Email: hbalmat@choate.com  
Correspondent Name: Heather E. Balmat  
Address Line 1: Two International Place  
Address Line 2: Attn: Trademark Administrator  
Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	2006701.0030
NAME OF SUBMITTER:	Heather E. Balmat
Signature:	/Heather E. Balmat/
Date:	07/06/2009

Total Attachments: 2  
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**RELEASE OF SECURITY INTERESTS IN TRADEMARKS**

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, CIT Lending Services Corporation, a Delaware corporation ("Secured Party"), in its capacity as Administrative Agent under (i) the First Lien Credit Agreement dated as of September 26, 2006 among Enthusiast Media LLC (now known as CKMedia LLC) ("CKMedia"), Secured Party as Administrative Agent, the other Credit Parties thereto, and the Lenders (as amended, supplemented or modified from time to time, the "First Lien Credit Agreement") and the associated Loan Documents (as defined in the First Lien Credit Agreement), and (ii) the Second Lien Credit Agreement dated as of September 26, 2006 among CKMedia, Secured Party as Administrative Agent, the other Credit Parties thereto, and the Lenders (as amended, supplemented or modified from time to time, the "Second Lien Credit Agreement") and the associated Loan Documents (as defined in the Second Lien Credit Agreement), does hereby certify that the security interests it holds in certain trademarks of CKMedia, pursuant to certain Trademark Security Agreements dated September 26, 2006, recorded in the United States Patent and Trademark Office at Reel/Frame Nos. 3401/0618 and 3401/0634, (the "Security Agreements"), which trademarks are more fully identified on Schedule A annexed hereto and made a part hereof, together with the goodwill of the business symbolized thereby, are released and all interests in such trademarks previously assigned to Secured Party under the Security Agreements are hereby reassigned to CKMedia, without representation or warranty of any kind, nature or description.

IN WITNESS WHEREOF, Secured Party has caused this Release of Security Interest in Trademarks to be executed by its duly authorized signatory this 2<sup>ND</sup> day of July, 2009.

**CIT LENDING SERVICES CORPORATION**

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

Name: Anthony Holland

Title: Vice President

**SCHEDULE A****TO****RELEASE OF SECURITY INTERESTS IN TRADEMARKS**

<b>Mark</b>	<b>Serial No.</b>	<b>Filing Date</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
PCM Profitable Craft Merchandising	73/716,387	3/10/1988	1,554,638	09/05/1989
Sew News	73/716,392	3/10/1988	1,571,806	12/19/1989
Quick Quilts	75/136,822	7/19/1996	2,146,731	3/24/1998
Vintage Quilts	75/400,860	12/05/1997	2,236,306	3/30/1999
Creating Keepsakes	75/431,571	2/10/1998	2,778,816	11/4/2003
Creating Keepsakes	75/461,098	3/26/1998	2,765,973	9/23/2003
CK OK	75/674,238	4/5/1999	2,478,963	8/21/2001
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Readers' Choice	75/677,926	4/8/1999	2,391,161	10/3/2000
Readers' Choice	75/677,930	4/8/1999	2,395,118	10/17/2000
Craftshop.com	75/681,736	4/13/1999	2,462,962	6/19/2001
Mom's Little Book of	75/757,942	7/22/1999	2,553,336	3/26/2002
Joy of Scents	76/083,175	7/5/2000	2,469,668	7/17/2001
Flipettes	76/122,146	9/5/2000	2,626,145	9/24/2002
Journalettes	76/122,147	9/5/2000	2,602,333	7/30/2002
Stamp it!	76/231,968	3/28/2001	2,522,439	12/25/2001
Crafts	76/241,335	4/16/2001	2,703,742	4/8/2003
Creating Keepsakes University	76/317,236	9/26/2001	3,110,803	7/4/2006
CKU Creating Keepsakes University	76/317,237	9/26/2001	3,058,377	2/14/2006
Paper Crafts Magazine	78/326,879	11/12/2003	3,091,000	5/9/2006
Scrapliftables	78/461,648	8/4/2004	None	
Becky H.	78/498,332	10/12/2004	None	
Lisa B.	78/498,335	10/12/2004	None	
Creating Keepsakes	78/533,815	12/16/2004	None	
Simple Scrapbooks	78/883,550	5/15/2006	3,244,441	5/22/2007