

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Valassis Communications, Inc.		06/27/2011	CORPORATION: DELAWARE
NCH Marketing Services, Inc.		06/27/2011	CORPORATION: DELAWARE
Valassis Direct Mail, Inc.		06/27/2011	CORPORATION: DELAWARE
Mailcoups, Inc.		06/27/2011	CORPORATION: DELAWARE
Valassis In-Store Solutions, Inc.		06/27/2011	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	JPMorgan Chase Bank, N.A., as Administrative Agent
<b>Street Address:</b>	1111 Fannin 8th Floor
<b>Internal Address:</b>	Loan and Agency Services Group
<b>City:</b>	Houston
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	77002
<b>Entity Type:</b>	CORPORATION: NEW YORK

**PROPERTY NUMBERS Total: 47**

Property Type	Number	Word Mark
Registration Number:	3218004	MAKING EVERY TRADE PROMOTION DOLLAR COUNT
Registration Number:	3173451	INVOLVED IN YOUR SUCCESS
Registration Number:	3120333	LAUNCH
Serial Number:	85033279	LAUNCH
Registration Number:	2706805	VELUNO
Registration Number:	2706804	VELUNO ONE-COUNT POWERED WITH VENDOR VELOCITY
Registration Number:	2718800	
Registration Number:	1843150	SMARTSCAN
Registration Number:	1846923	PROCESS 2000
Serial Number:	85110685	BENCHMARK

CH \$1190.00 3218004

Registration Number:	3075591	TOP SHOPPER DYNAMICS
Registration Number:	2678967	HOUSEHOLD NAVIGATOR
Registration Number:	2647109	CONSUMER NAVIGATOR
Registration Number:	2618913	VALASSIS
Registration Number:	2678771	VALASSIS RELATIONSHIP MARKETING SYSTEMS
Registration Number:	2586470	VRMS
Registration Number:	2518625	CONNECTING PEOPLE TO BRANDS
Registration Number:	2539250	VALASSIS
Registration Number:	2565919	TARGET NAVIGATOR
Registration Number:	2326920	RETAIL CONNECTION
Registration Number:	2330922	TARGETEXPERT
Registration Number:	2044423	"NEWSPOUCH"
Registration Number:	1807165	MARKETEXPERT
Registration Number:	1747781	NEWSPAC
Registration Number:	1716341	PROMOTION WATCH
Registration Number:	1321205	PROMOTION WATCH
Registration Number:	1754368	AMERICA'S LOOKING FOR ITS MISSING CHILDREN
Registration Number:	3215797	AUTOVISION DIRECT
Registration Number:	3339712	MMSI
Serial Number:	85139112	HAVE YOU SEEN ME?
Serial Number:	85213198	HAVE YOU SEEN US?
Registration Number:	1945801	SUPER COUPS
Registration Number:	3481743	REDPLUM
Registration Number:	3481900	REDPLUM
Registration Number:	3586131	REDPLUM SWEETFINDS
Registration Number:	2921856	LOCAL COUPONS. SUPER SAVINGS.
Registration Number:	1168647	PAY ALERT
Registration Number:	1459478	SMARTSCAN
Registration Number:	1204802	NCH
Registration Number:	1440148	SNARE
Registration Number:	3819563	DIGITALOFFEREXPERT
Serial Number:	85059833	ENDLESS SAVINGS
Serial Number:	85252087	SPIRAL POWERED BY REDPLUM
Serial Number:	85259369	SWEETEN THE DEAL
Serial Number:	85317210	PLUMVALUES FROM REDPLUM

	85351484	CLINGPOP
Serial Number:	85351507	CARTPOP

**CORRESPONDENCE DATA**

Fax Number: (212)230-5199  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212-318-6518  
Email: terrenceboyle@paulhastings.com  
Correspondent Name: Terrence G. Boyle  
Address Line 1: 75 East 55th Street  
Address Line 2: Paul Hastings LLP  
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	59618.00005
NAME OF SUBMITTER:	Terrence G. Boyle
Signature:	/Terrence G. Boyle/
Date:	06/27/2011

**Total Attachments: 12**  
source=Valassis 2011- Trademark Security Agreement(93748413\_1)#page1.tif  
source=Valassis 2011- Trademark Security Agreement(93748413\_1)#page2.tif  
source=Valassis 2011- Trademark Security Agreement(93748413\_1)#page3.tif  
source=Valassis 2011- Trademark Security Agreement(93748413\_1)#page4.tif  
source=Valassis 2011- Trademark Security Agreement(93748413\_1)#page5.tif  
source=Valassis 2011- Trademark Security Agreement(93748413\_1)#page6.tif  
source=Valassis 2011- Trademark Security Agreement(93748413\_1)#page7.tif  
source=Valassis 2011- Trademark Security Agreement(93748413\_1)#page8.tif  
source=Valassis 2011- Trademark Security Agreement(93748413\_1)#page9.tif  
source=Valassis 2011- Trademark Security Agreement(93748413\_1)#page10.tif  
source=Valassis 2011- Trademark Security Agreement(93748413\_1)#page11.tif  
source=Valassis 2011- Trademark Security Agreement(93748413\_1)#page12.tif

## TRADEMARK SECURITY AGREEMENT

Trademark Security Agreement, dated as of June 27, 2011, by VALASSIS COMMUNICATIONS, INC., a Delaware corporation, NCH MARKETING SERVICES, INC., a Delaware corporation, VALASSIS DIRECT MAIL, INC., a Delaware corporation, MAILCOUPS, INC., a Delaware corporation, and VALASSIS IN-STORE SOLUTIONS, INC., a Delaware corporation (individually, a "Grantor", and, collectively, the "Grantors"), in favor of JPMORGAN CHASE BANK, N.A., in its capacity as administrative agent pursuant to the Credit Agreement (in such capacity, the "Administrative Agent") and the Secured Credit Parties.

### WITNESSETH:

WHEREAS, the Grantors are party to a Security Agreement of even date herewith (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "Security Agreement") in favor of the Administrative Agent pursuant to which the Grantors are required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Administrative Agent, for the benefit of the Secured Credit Parties, to enter into the Credit Agreement, the Grantors hereby agree with the Administrative Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. Each Grantor hereby pledges and grants to the Administrative Agent for the benefit of the Secured Credit Parties a lien on and security interest in and to all of its right, title and interest in, to and under all the following Collateral of such Grantor:

- (a) Trademarks of such Grantor listed on Schedule I attached hereto, except to the extent that such Trademarks constitute Excluded Assets;
- (b) all Goodwill associated with such Trademarks; and
- (c) all Proceeds of any and all of the foregoing (other than Excluded Assets).

SECTION 3. Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Administrative Agent pursuant to the Security Agreement and Grantors hereby acknowledge and affirm that the rights and remedies of the Administrative Agent with respect to the security interest in the Trademarks 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. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control unless the Administrative Agent shall otherwise determine.

SECTION 4. Termination. Upon the payment in full of the Obligations (other than Unasserted Contingent Obligations that are not then due and payable and demanded) and termination of the Security Agreement, the Administrative Agent shall execute, acknowledge, and deliver to the

---

Grantors an instrument in writing in recordable form releasing the collateral pledge, grant, assignment, lien and security interest in the Trademarks under this Trademark Security Agreement.

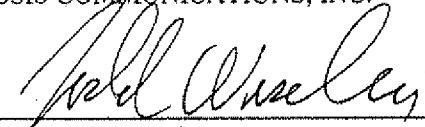
SECTION 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Security Agreement by signing and delivering one or more counterparts.

[signature page follows]


IN WITNESS WHEREOF, each 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.

Very truly yours,

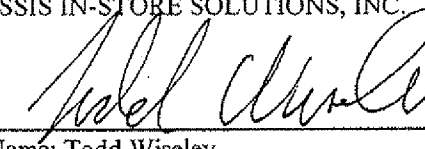
VALASSIS COMMUNICATIONS, INC.

By:   
Name: Todd Wiseley  
Title: Secretary


NCH MARKETING SERVICES, INC.

By:   
Name: Todd Wiseley  
Title: Secretary

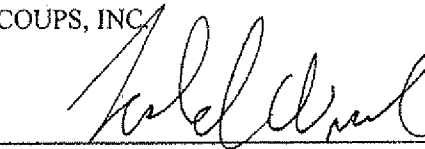
VALASSIS IN-STORE SOLUTIONS, INC.

By:   
Name: Todd Wiseley  
Title: Secretary

VALASSIS DIRECT MAIL, INC.

By:   
Name: Todd Wiseley  
Title: Vice President

MAILCOUPS, INC.

By:   
Name: Todd Wiseley  
Title: Vice President

Accepted and Agreed:

JPMORGAN CHASE BANK, N.A.,  
as Administrative Agent

By: *Suzanne Ergastolo*  
Name: *SUZANNE ERGASTOLO*  
Title: *Vice President*

## Schedule I

### *Trademarks and Trademark Licenses:*

<u>Trademark</u>	<u>Filing Date</u>	<u>Registration/ Serial No.</u>	<u>Registration Date</u>	<u>Owner</u>	<u>Class</u>
MAKING EVERY TRADE PROMOTION DOLLAR COUNT	05/26/2006	3,218,004	03/13/2007	NCH Marketing Services, Inc.	35
INVOLVED IN YOUR SUCCESS	06/09/2005	3,173,451	11/21/2006	NCH Marketing Services, Inc.	35
<b>LAUNCH &amp; Design</b> 	08/04/2005	3,120,333	07/25/2006	NCH Marketing Services, Inc.	9
<b>LAUNCH &amp; Design</b> 	05/07/2010	85033279	N/A (pending)	NCH Marketing Services, Inc.	42
VELUNO	05/21/2002	2,706,805	04/15/2003	NCH Marketing Services, Inc.	35
<b>VELUNO ONE-COUNT POWERED WITH VENDOR VELOCITY</b> 	05/21/2002	2,706,804	04/15/2003	NCH Marketing Services, Inc.	35
	02/08/2002	2,718,800	05/27/2003	NCH Marketing Services, Inc.	35
SMARTSCAN (and Design) 	06/22/1993	1,843,150	07/05/1994	NCH Marketing Services, Inc.	35
PROCESS 2000	10/26/1992	1,846,923	07/26/1994	NCH Marketing Services, Inc.	35
<b>BENCHMARK &amp; DESIGN</b> 	08/18/2010	85110685	N/A (pending)	NCH Marketing Services, Inc.	42
TOP SHOPPER DYNAMICS	01/30/2004	3,075,591	04/04/2006	Valassis Communications, Inc.	35
HOUSEHOLD NAVIGATOR	09/26/2001	2,678,967	01/21/2003	Valassis Communications, Inc.	35



<u>Trademark</u>	<u>Filing Date</u>	<u>Registration/ Serial No.</u>	<u>Registration Date</u>	<u>Owner</u>	<u>Class</u>
CONSUMER NAVIGATOR	07/12/2001	2,647,109	11/05/2002	Valassis Communications, Inc.	35
	03/13/2001	2,618,913	09/10/2002	Valassis Communications, Inc.	35
VALASSIS RELATIONSHIP MARKETING SERVICES	10/13/2000	2,678,771	01/21/2003	Valassis Communications, Inc.	35
VRMS	10/13/2000	2,586,470	06/25/2002	Valassis Communications, Inc.	35
CONNECTING PEOPLE TO BRANDS	03/13/2000	2,518,625	12/11/2001	Valassis Communications, Inc.	35
VALASSIS	03/10/2000	2,539,250	02/19/2002	Valassis Communications, Inc.	35
TARGET NAVIGATOR	02/17/2000	2,565,919	04/30/2002	Valassis Communications, Inc.	35
RETAIL CONNECTION	06/23/1999	2,326,920	03/07/2000	Valassis Communications, Inc.	35
TARGETEXPERT	05/11/1998	2,330,922	03/21/2000	Valassis Communications, Inc.	9
“NEWPOUCH”	12/20/1994	2,044,423	03/11/1997	Valassis Communications, Inc.	16
	08/10/1992	1,807,165	11/30/1993	Valassis Communications, Inc.	9
NEWSPAC	06/26/1991	1,747,781	01/19/1993	Valassis Communications, Inc.	16
	05/16/1991	1,716,341	09/15/1992	Valassis Communications, Inc.	35
PROMOTION WATCH	05/03/1984	1,321,205	02/19/1985	Valassis Communications, Inc.	35
AMERICA'S LOOKING FOR ITS MISSING CHILDREN	04/30/1992	1,754,368	02/23/1993	Valassis Direct Mail, Inc. (f/k/a Advo, Inc.) <sup>1</sup>	42
AUTOVISION DIRECT	05/16/2006	3,215,797	03/06/2007	Valassis Direct Mail, Inc. (f/k/a Advo, Inc.) <sup>2</sup>	35

<sup>1</sup> Valassis Direct Mail, Inc. (f/k/a Advo, Inc.) owns this trademark as a result of the merger of MBV, Inc. into Valassis Direct Mail, Inc. (f/k/a Advo, Inc.) in December 2007; however, MBV, Inc. is currently still designated as the owner of this trademark for purposes of the USPTO.

<u>Trademark</u>	<u>Filing Date</u>	<u>Registration/ Serial No.</u>	<u>Registration Date</u>	<u>Owner</u>	<u>Class</u>
	06/13/2006	3,339,712	11/20/2007	Valassis Direct Mail, Inc. (f/k/a Advo, Inc.) <sup>3</sup>	35
HAVE YOU SEEN ME?	09/27/2010	85139112	N/A (pending)	Valassis Communications, Inc.	35
HAVE YOU SEEN US?	01/07/2011	85213198	N/A (pending)	Valassis Communications, Inc.	35
SUPER COUPS	02/13/1995	1,945,801	01/02/1996	MailCoups, Inc.	35
REDPLUM	05/25/2007	3,481,743	08/05/2008	Valassis Communications, Inc.	35
REDPLUM & Design 	08/22/2007	3,481,900	08/05/2008	Valassis Communications, Inc.	35
REDPLUM SWEETFINDS	06/27/2008	3,586,131	03/10/2009	Valassis Communications, Inc.	35
LOCAL COUPONS, SUPER SAVINGS	12/23/2003	2,921,856	1/25/2005	MailCoups, Inc.	35
PAY ALERT	04/02/1980	1,168,647	09/08/1981	NCH Marketing Services, Inc.	35
SMARTSCAN	06/05/1986	1,459,478	09/29/1987	NCH Marketing Services, Inc.	35
NCH	06/19/1981	1,204,802	08/10/1982	NCH Marketing Services, Inc.	35
SNARE	04/14/1986	1,440,148	05/19/1987	NCH Marketing Services, Inc.	35
DIGITALOFFEREXPERT	05/20/2009	3,819,563	07/13/2010	Valassis Communications, Inc.	9, 42
 Endless Savings	06/10/10	85059833	N/A (Pending)	Valassis Communications, Inc. <sup>4</sup>	35

(...continued)


<sup>2</sup> Valassis Direct Mail, Inc. (f/k/a Advo, Inc.) owns this trademark as a result of the merger of MBV, Inc. into Valassis Direct Mail, Inc. (f/k/a Advo, Inc.) in December 2007; however, MBV, Inc. is currently still designated as the owner of this trademark for purposes of the USPTO.



<sup>3</sup> Valassis Direct Mail, Inc. (f/k/a Advo, Inc.) owns this trademark as a result of the merger of MBV, Inc. into Valassis Direct Mail, Inc. (f/k/a Advo, Inc.) in December 2007; however, MBV, Inc. is currently still designated as the owner of this trademark for purposes of the USPTO.


<u>Trademark</u>	<u>Filing Date</u>	<u>Registration/ Serial No.</u>	<u>Registration Date</u>	<u>Owner</u>	<u>Class</u>
SPIRAL POWERED BY REDPLUM & DESIGN  	02/25/2011	85252087	N/A (Pending)	Valassis Communications, Inc.	35
SWEETEN THE DEAL	03/07/2011	85259369	N/A (Pending)	Valassis Communications, Inc.	35
PLUMVALUES FROM REDPLUM	05/10/2011	85317210	N/A (Pending)	Valassis Communications, Inc.	35
CLINGPOP	06/21/2011	85351484	N/A (Pending)	Valassis Communications, Inc.	16
CARTPOP	06/21/2011	85351507	N/A (Pending)	Valassis Communications, Inc.	16
CONNECTING PEOPLE TO BRANDS	08/04/2000	TMA608279 Canada	04/22/2004	Valassis Communications, Inc.	35, 38
CONNECTIVE MEDIA	03/07/2001	TMA590201 Canada	09/18/2003	Valassis Communications, Inc.	35
ENSYNC	11/26/2002	TMA614138 Canada	7/6/2004	Valassis Communications, Inc.	35
ENTERPRISE SYNCHRONIZATION	11/26/2002	TMA626071 Canada	11/22/2004	Valassis Communications, Inc.	16
NCH	02/19/1992	TMA416373 Canada	09/03/1993	NCH Marketing Services, Inc.	35, 41
NEWPOUCH	06/19/1995	TMA521666 Canada	01/18/2000	Valassis Communications, Inc.	16
REDPLUM & DESIGN	01/31/2008	TMA 780954 Canada	10/28/2010	Valassis Communications, Inc.	35
REDPLUM & DESIGN	02/19/2008	829,547,150 Brazil	N/A (Pending)	Valassis Communications, Inc.	35
REDPLUM & DESIGN	02/21/2008	6,559,727 China	10/14/2010	Valassis Communications, Inc.	35
REDPLUM & DESIGN	01/29/2008	6,618,219 European Community	01/07/2009	Valassis Communications, Inc.	35
REDPLUM & DESIGN	01/29/2008	1,647,682 India	01/29/2008	Valassis Communications, Inc.	35
REDPLUM & DESIGN	01/31/2008	910,838 Mexico	05/30/2008	Valassis Communications, Inc.	35
SMARTSCAN	10/01/1987	TMA347251 Canada	10/28/1988	NCH Marketing Services, Inc.	35
SURF & SAVE	12/22/1999	TMA580480 Canada	05/02/2003	Valassis Communications, Inc.	35

(...continued)

<sup>4</sup> This trademark was assigned to Valassis Communications, Inc. in connection with its purchase of Enguage Marketing, LLC in July 2010; the assignment of this trademark from Enguage Marketing, LLC to Valassis Communications, Inc. is in the process of being recorded.

<u>Trademark</u>	<u>Filing Date</u>	<u>Registration/ Serial No.</u>	<u>Registration Date</u>	<u>Owner</u>	<u>Class</u>
TARGET NAVIGATOR	05/24/2000	TMA564031 Canada	06/27/2002	Valassis Communications, Inc.	35
THE NET'S BEST	08/04/2000	TMA608897 Canada	04/29/2004	Valassis Communications, Inc.	35, 38
THE NET'S BEST MAXEMIZE PROGRAM	08/04/2000	TMA608365 Canada	04/23/2004	Valassis Communications, Inc.	35, 38
THE NET'S BEST TARGETED MAGEZINE	08/04/2000	TMA608280 Canada	04/22/2004	Valassis Communications, Inc.	35, 38
VALASSIS	08/04/2000	TMA582452 Canada	05/27/2003	Valassis Communications, Inc.	35
VALASSIS COMMUNICATIONS, INC. & DESIGN	08/04/2000	TMA581735 Canada	05/15/2003	Valassis Communications, Inc.	35, 38
*VALASSIS DESIGN	06/21/2001	TMA585867 Canada	07/23/2003	Valassis Communications, Inc.	35
*VALASSIS IMPACT PROMOTIONS	06/19/1995	TMA496179 Canada	06/16/1998	Valassis Communications, Inc.	35
*VALASSIS OF CANADA	08/24/1995	TMA471682 Canada	02/25/1997	Valassis Communications, Inc.	35
*VALASSIS RELATIONSHIP MARKETING SYSTEMS	01/16/2001	TMA585533 Canada	07/17/2003	Valassis Communications, Inc.	35
*VALASSIS TARGETED MARKETING SERVICES	10/01/1999	TMA564042 Canada	06/27/2002	Valassis Communications, Inc.	35
*VRMS	01/16/2001	TMA585535 Canada	07/17/2003	Valassis Communications, Inc.	35
*VALASSIS (Stylized)	05/22/2003	807674 Mexico	09/17/2003	Valassis Communications, Inc.	35
ESETTLEMENT & DESIGN	06/30/2006	5,213,301 European Community	09/12/2007	NCH Marketing Services, Inc.	36, 38
MISCELLANEOUS DESIGN 	02/13/2002	2,575,074 European Community	07/17/2003	NCH Marketing Services, Inc.	35
NCH MARKETING SERVICES & DESIGN	02/13/2002	2,574,820 European Community	01/21/2004	NCH Marketing Services, Inc.	35
VALASSIS & DESIGN	05/23/2003	3,198,281 European Community	11/08/2004	Valassis Communications, Inc.	35
*VALASSIS	09/26/2005	4,613,601 European Community	04/30/2007	Valassis Communications, Inc.	35
*VALASSIS RELATIONSHIP MARKETING SYSTEMS	04/23/2003	3,141,843 European Community	09/24/2004	Valassis Communications, Inc.	35
*VRMS	04/23/2003	3,142,684 European Community	09/24/2004	Valassis Communications, Inc.	35

<u>Trademark</u>	<u>Filing Date</u>	<u>Registration/ Serial No.</u>	<u>Registration Date</u>	<u>Owner</u>	<u>Class</u>
NCH	03/18/1994	545539 Benelux	11/01/1994	NCH Marketing Services, Inc	35,36
NCH MARKETING	08/21/2002	0743231 Benelux	04/01/2004	NCH Marketing Services, Inc	35
Miscellaneous Design 	08/06/2002	3266109 China	01/21/2005	NCH Marketing Services, Inc	35
NCH	08/06/2002	3266108 China	04/07/2004	NCH Marketing Services, Inc	35
NCH	08/06/2002	3266107 China	05/07/2004	NCH Marketing Services, Inc	36
NCH LAUNCH	06/02/2003	3577414 China	02/21/2005	NCH Marketing Services, Inc	35
NCH MARKETING	08/20/2002	3280335 China	04/14/2004	NCH Marketing Services, Inc	35
NCH MARKETING SERVICES and Design	08/06/2002	3266106 China	04/14/2004	NCH Marketing Services, Inc	35
VELUNO	08/06/2002	3266105 China	04/07/2004	NCH Marketing Services, Inc	35
VELUNO ONE-COUNT POWERED WITH VENDOR VELOCITY	08/06/2002	3266104 China	04/14/2004	NCH Marketing Services, Inc	35
NCH MARKETING	12/19/2002	30262258 Germany	05/08/2003	NCH Marketing Services, Inc.	35,42
NCH	05/08/1991	983208 Italy	12/17/1993	NCH Marketing Services, Inc	35,36
NCH MARKETING	08/30/2002	993086 Italy	02/16/2006	NCH Marketing Services, Inc	35
Miscellaneous Design 	04/17/2002	749471 Mexico	05/29/2002	NCH Marketing Services, Inc	35
NCH MARKETING	09/17/2003	846340 Mexico	08/13/2004	NCH Marketing Services, Inc	35
NCH MARKETING SERVICES (and Design)	04/17/2002	749470 Mexico	05/29/2002	NCH Marketing Services, Inc	35
NCH	04/20/1967	532310 Spain	12/07/1968	NCH Marketing Services, Inc	35
NCH MARKETING	02/12/2002	2454921 Spain	02/20/2003	NCH Marketing Services, Inc	35

<u>Trademark</u>	<u>Filing Date</u>	<u>Registration/ Serial No.</u>	<u>Registration Date</u>	<u>Owner</u>	<u>Class</u>
NCH SMARTPIN & Design	11/17/1999	2270972 Spain	05/05/2000	NCH Marketing Services, Inc	42
VALES... Y MAS SACALE PARTIDO A TUS EUROS	05/19/2004	2597407 Spain	11/11/2004	NCH Marketing Services, Inc	35
CALES... Y MUCHO MAS & Design	11/22/2005	2681216 Spain	04/28/2006	NCH Marketing Services, Inc	16, 35, 41
LAUNCH	08/06/2002	1177239 Taiwan	10/16/2005	NCH Marketing Services, Inc	35
Miscellaneous Design 	08/06/2002	192781 Taiwan	12/01/2003	NCH Marketing Services, Inc	35
NCH	08/06/2002	1202770 Taiwan	04/01/2006	NCH Marketing Services, Inc	35
NCH	08/06/2002	188941 Taiwan	11/01/2003	NCH Marketing Services, Inc	36
NCH MARKETING	08/21/2002	192783 Taiwan	12/01/2003	NCH Marketing Services, Inc	35
NCH MARKETING SERVICES and Design	08/06/2002	1178265 Taiwan	10/16/2005	NCH Marketing Services, Inc	35
VELUNO	08/06/2002	1107466 Taiwan	06/16/2004	NCH Marketing Services, Inc	35
VELUNO ONE-COUNT POWERED WITH VENDOR VELOCITY	08/06/2002	1146842 Taiwan	03/31/2005	NCH Marketing Services, Inc	35
NCH	11/21/1990	1448002 UK	01/29/1993	NCH Marketing Services, Inc	35
NCH	11/21/1990	1448003 UK	11/12/1993	NCH Marketing Services, Inc	36
NCH MARKETING	08/27/2002	2309067 UK	02/14/2003	NCH Marketing Services, Inc	35
Vales Y Mucho Mas	N/A	N/A (Brand Name) Spain	N/A	Valassis Communications, Inc.	N/A
VALASSIS	10/31/2008	7032084 China	08/21/2010	Valassis Communications, Inc.	35
VALASSIS	10/31/2008	App No: 7032083 China	08/21/2010	Valassis Communications, Inc.	35
"COUNTEROFFER"	04/24/2006	3,309,685	10/09/2007	Valassis In-Store Solutions, Inc.	35
NCH	11/30/2001	DE30168627 Germany	01/02/2002	NCH Marketing Services, Inc.	36

<u>Trademark</u>	<u>Filing Date</u>	<u>Registration/ Serial No.</u>	<u>Registration Date</u>	<u>Owner</u>	<u>Class</u>
NCH MARKETING SERVICES	11/30/2001	DE30168626 Germany	01/02/2002	NCH Marketing Services, Inc.	36
DIGITALOFFEREXPERT	11/20/2009	1,459,915 Canada	N/A (Pending)	Valassis Communication, Inc.	9, 42
DIGITALOFFEREXPERT	11/20/2009	8700445 European Community	05/24/2010	Valassis Communication, Inc.	9, 42