

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM489810

<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>
WELLS FARGO BANK, NATIONAL ASSOCIATION		09/04/2018	NATIONAL ASSOCIATION: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EK SUCCESS LTD.		
<b>Street Address:</b>	535 E. Diehl Road		
<b>Internal Address:</b>	Suite 300		
<b>City:</b>	Naperville		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60563		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 43</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2832876	3D-DOTS	
<b>Registration Number:</b>	3829233	ALL THAT BLING	
<b>Registration Number:</b>	2670494	CIRCLE SCISSOR	
<b>Registration Number:</b>	2972221	COLOR BEE	
<b>Registration Number:</b>	2828446	CORNERADORNER	
<b>Registration Number:</b>	3389960	CURVY CUTTER	
<b>Registration Number:</b>	2744322	CUTTER BEE	
<b>Registration Number:</b>	2900277	CUTTERPEDE	
<b>Registration Number:</b>	3009192	DOTTO	
<b>Registration Number:</b>	4115248	DREAM. MAKE. CELEBRATE.	
<b>Registration Number:</b>	4913979	EASY IMAGE	
<b>Registration Number:</b>	3280758	EASY IMAGE	
<b>Registration Number:</b>	3529988	EK SUCCESS	
<b>Registration Number:</b>	3507468	EK SUCCESS	
<b>Registration Number:</b>	3501054	EK SUCCESS	
<b>Registration Number:</b>	3396017	EK SUCCESS	
<b>Registration Number:</b>	4605746	EK TOOLS	
<b>Registration Number:</b>	4361762	EK TOOLS	
<b>TRADEMARK</b>			

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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:**

*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.*

**Email:** mseiss@paulweiss.com, aspoto@paulweiss.com,  
dewilliams@paulweiss.com

**Correspondent Name:** Marisa Seiss

**Address Line 1:** Paul Weiss Rifkind Wharton & Garrison LLP

**Address Line 2:** 1285 Avenue of the Americas

**Address Line 4:** New York, NEW YORK 10019-6064

**ATTORNEY DOCKET NUMBER:** 19338-011

**NAME OF SUBMITTER:** Marisa Seiss

**SIGNATURE:** /Marisa Seiss/

**DATE SIGNED:** 09/13/2018

**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 WELLS FARGO BANK, NATIONAL ASSOCIATION, 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 ABL Security Agreement, dated as of December 22, 2016, among the Collateral Agent, the Company and the other parties thereto (the “Security Agreement”), the Company executed and delivered the Trademark Security Agreement, dated as of December 22, 2016, 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 December 27, 2016, at Reel/Frame No. 5955/0409; 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.

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.

WELLS FARGO BANK, NATIONAL  
ASSOCIATION,  
as Collateral Agent

By:   
Name: Kai Sorensen  
Title: Authorized Signatory

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

**SCHEDULE A**

**U.S. Trademark Applications and Registrations**

<b>Trademark</b>	<b>Country</b>	<b>Status</b>	<b>Appl No</b>	<b>Appl Date</b>	<b>Reg No</b>	<b>Reg Date</b>
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.Celebration.	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
Nostalquiques	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