

RECORDATION FORM COVER SHEET PATENTS ONLY

To the director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

The Bank of New York Mellon f/k/a The Bank of New York, as administrative agent

Execution Date(s) July 11, 2008

Additional names of conveying parties attached? Yes

No

2. Name and address of receiving party(ies)

Name: Norwood Promotional Products, Inc.

Internal Address: _____

Street Address: 10 West Market Street - Suite 1400

City: Indianapolis

State: Indiana

Country: USA

Zip: 46204

Additional names, addresses, or citizenship attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Government Interest
- Executive Order 9424, confirmatory License
- Other Release of Lien on Patents recorded 7/24/06 with USPTO at Reel 017982 Frame 0302

4. Application or patent number(s)

This document is being filed together with a new application.

A. Patent Application No. (s)
See Attached Schedule 1

B. Patent No.(s)
See Attached Schedule 1

Additional numbers attached? Yes No

5. Name address of party to whom correspondence concerning document should be mailed:
Name: Susan O'Brien

Internal Address: UCC Direct Services

Street Address: 187 Wolf Road, Suite 101

City: Albany

State: New York

Zip: 12205

Phone Number: 800-342-3676

Fax Number: 800-962-7049

Email Address: cls-udsalbany@wolterskluwers.com

6. Total number of applications and registrations involved: 30

7. Total fee (37 CFR 1.21(h) & 3.41) \$1,200.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

8. Payment Information:

a. Credit Card Last 4 Numbers 5183
Expiration Date 11/09

b. Deposit Account Number _____
Authorized User Name: _____

9. Signature: Susan O'Brien
Signature

7/25/08
Date

Total number of pages including cover sheet, attachments, and document. 8

Susan O'Brien
Name of Person Signing

Documents to be recorded (including cover sheet) should be faxed to (703) 306-6995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22312-1450

OP \$1200.00 60429617

2. Names and Addresses of Receiving Parties:

Norwood Operating Company, LLC
10 W. Market Street, Suite 1400
Indianapolis, Indiana 46204

Limited Liability Company
Citizenship: Delaware

Advertising Unlimited, LLC
10 W. Market Street, Suite 1400
Indianapolis, Indiana 46204

Limited Liability Company
Citizenship: Minnesota

The McCleery-Cumming Company, LLC
10 W. Market Street, Suite 1400
Indianapolis, Indiana 46204

Limited Liability Company
Citizenship: Iowa

Renaissance Publishing Company, LLC
318 7th Street
Auburn, Indiana 46706

Limited Liability Company
Citizenship: Indiana

SCHEDULE I

PATENTS

PATENT	NO.	DATE
WALKING TOY FIGURE	D498,270	29/180917
TOTE BAG	D497,050	29/194357
BOTTLE HOLDER	D495,875	29/190740
DISPOSABLE FLASHLIGHT WITH IMPROVED ACTIVATOR FIELD OF THE INVENTION	4,926,300	07/322655
BEVERAGE CONTAINER	D488675	29/182205
WHEELED DUFFLE	D434900	29/112926
DUFFLE BAG	D440765	29/112927
BRIEF BAG	D442368	29/112887
WRITING INSTRUMENT	D450088	29/137988

PATENT		
WRITING INSTRUMENT	D451548	29/138028
DUAL COMPARTMENT INSULATED BAG	D474649	29/159847
CD WALLET DESIGN	D471009	29/161734
NOTEPAD FOLDER DESIGN	D478623	29/161767
SINGLE COMPARTMENT INSULATED BAG	D472431	29/159846
BEVERAGE HOLDER	5,551,592	08/437324
FLEXIBLE INSULATING CONTAINER		60/429817
FOLDABLE TOTE BAG		60/516083
BILLBOARD CLIP DESIGN		29/195,046
SQUEEZABLE HEAD TOY		29/197417
HEART CLIP DESIGN		29/195098
TRIANGLE CLIP DESIGN		29/195099
SCRAPER	D349592	D-2018

DOC

PATENT	CLASSIFICATION	NO.
MULTI-GRILL AND WINDOW SCRAPER	D362936	D-24692
SELF-SEALING CLOSURE	5,036,993	07/619056
SELF-SEALING CLOSURE	4,712,704	07/16375
SELF-SEALING CLOSURE	5,082,134	07/657654
SELF-SEALING CLOSURE	5,186,353	07/788551
COMMUNICATION PACKAGE WITH APPARATUS AND METHOD FOR STORING AND RETRIEVING A PERMANENT MESSAGE	5,826,235	795140
METHOD AND APPARATUS FOR PROCESSING AND DOWNLOADING SOUND MESSAGES ONTO A PERMANENT MEMORY OF A COMMUNICATION PACKAGE	5,719,920	564501
HANGER FOR ROLLER SKATE HAVING SHOCK ABSORBING CHARACTERISTICS IN VERTICAL AND HORIZONTAL PLANES	5,975,542	08/856480

DOC

Release of Lien on Patents

WHEREAS, by a certain Grant of Security Interest in Patents (the "Agreement") dated as of July 17, 2006 by NORWOOD PROMOTIONAL PRODUCTS, INC., NORWOOD OPERATING COMPANY, LLC, RENAISSANCE PUBLISHING COMPANY, LLC, ADVERTISING UNLIMITED, LLC, and THE MCCLEERY-CUMMING COMPANY, LLC (collectively the "Debtors") to THE BANK OF NEW YORK MELLON f/k/a The BANK OF NEW YORK, as administrative agent (the "Agent"), which Agreement was recorded with the United States Patent and Trademark Office on July 24, 2006 on reel 017982 frame 0302 Debtors granted to the Agent a security interest in and lien on certain patents and patent applications owned by Debtors and set forth on Schedule I hereto;

WHEREAS, the Agent desires to release its security interest in and lien on the patents and patent applications set forth on Schedule I hereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Agent does hereby release its security interest in and lien on the patents and patent applications without recourse, representation or warranty set forth on Schedule I hereto and reconveys to Debtors all right, title and interest of the Agent in and to such patents and patent applications.

Date: July 11th, 2008

The Bank of New York Mellon f/k/a The
Bank of New York, as administrative
agent, as administrative agent

By: _____

Name:

Title:


ROBERT D RINGSTON
VICE PRESIDENT

(Revolver)

31505454.DOC

PATENT
REEL: 021301 FRAME: 0256

SCHEDULE I

PATENTS

CURRENT OWNER	PATENT	NO.	CLASS.	STATUS	REQUIREMENTS	ISSUE DATE	EXPIRES
Norwood Operating Company, LLC	WALKING TOY FIGURE	D498,270	29/180917	GRANTED	NONE REQUIRED	Nov. 9, 2004	Nov. 9, 2018
Norwood Promotional Products, Inc.	TOTE BAG	D497,050	29/194357	GRANTED	NONE REQUIRED	Oct. 12, 2004	Oct. 12, 2018
Norwood Promotional Products, Inc.	BOTTLE HOLDER	D495,875	29/190740	GRANTED	NONE REQUIRED	Sept. 14, 2004	Sept. 14, 2018
Norwood Operating Company, LLC	DISPOSABLE FLASHLIGHT WITH IMPROVED ACTIVATOR FIELD OF THE INVENTION	4,926,300	07/322655	GRANTED	NONE REQUIRED	May 15, 1990	Mar. 3, 2009
Norwood Operating Company, LLC	BEVERAGE CONTAINER	D488675	29/182205	GRANTED	NONE REQUIRED	Apr. 20, 2004	Apr. 20, 2018
Norwood Promotional Products, Inc.	WHEELED DUFFLE	D434900	29/112926	GRANTED	NONE REQUIRED	Dec. 12, 2000	Dec. 12, 2014
Norwood Promotional Products, Inc.	DUFFLE BAG	D440765	29/112927	GRANTED	NONE REQUIRED	Apr. 24, 2001	Apr. 24, 2015
Norwood Promotional Products, Inc.	BRIEF BAG	D442368	29/112887	GRANTED	NONE REQUIRED	May 22, 2001	May 22, 2015
Norwood Promotional Products, Inc.	WRITING INSTRUMENT	D450088	29/137988	GRANTED	NONE REQUIRED	Nov. 6, 2001	Nov. 6, 2015

CURRENT OWNER	PATENT	NO.	CLASS.	STATUS	REQUIREMENTS	ISSUE DATE	EXPIRES
Norwood Promotional Products, Inc.	WRITING INSTRUMENT	D451548	29/138028	GRANTED	NONE REQUIRED	Dec. 4, 2001	Dec. 4, 2015
Norwood Promotional Products, Inc.	DUAL COMPARTMENT INSULATED BAG	D474649	29/159847	GRANTED	NONE REQUIRED	May 20, 2003	May 20, 2017
Norwood Promotional Products, Inc.	CD WALLET DESIGN	D471009	29/161734	GRANTED	NONE REQUIRED	Mar. 4, 2003	Mar. 4, 2017
Norwood Promotional Products, Inc.	NOTEPAD FOLDER DESIGN	D478623	29/161767	GRANTED	NONE REQUIRED	Aug. 19, 2003	Aug. 19, 2017
Norwood Promotional Products, Inc.	SINGLE COMPARTMENT INSULATED BAG	D472431	29/159846	GRANTED	NONE REQUIRED	Apr. 1, 2003	Apr. 1, 2017
Norwood Operating Company, LLC	BEVERAGE HOLDER	5,551,592	08/437324	GRANTED	March 3, 2008	Sept. 3, 1996	May 9, 2015
	FLEXIBLE INSULATING CONTAINER		60/429817	UNKNOWN	N/A	N/A	N/A
	FOLDABLE TOTE BAG		60/516083	UNKNOWN	N/A	N/A	N/A
	BILLBOARD CLIP DESIGN		29/195,046	UNKNOWN	NONE REQUIRED	N/A	N/A
	SQUEEZABLE HEAD TOY		29/197417	UNKNOWN	NONE REQUIRED	N/A	N/A
	HEART CLIP DESIGN		29/195098	UNKNOWN	NONE REQUIRED	N/A	N/A
	TRIANGLE CLIP DESIGN		29/195099	UNKNOWN	NONE REQUIRED	N/A	N/A
Norwood Operating Company	SCRAPER	D349592	D-2018	GRANTED	NONE REQUIRED	Aug. 9, 1994	Aug. 9, 2008

CURRENT OWNER	PATENT	NO.	CLASS.	STATUS	ISSUE DATE	EXPIRES	
Norwood Operating Company	MULTI-GRILL AND WINDOW SCRAPER	D362936	D-24692	GRANTED	NONE REQUIRED	Oct. 3, 1995	Oct. 3, 2009
GLU, Inc.	SELF-SEALING CLOSURE	5,036,993	07/619056	GRANTED	NONE REQUIRED	Aug. 6, 1991	Aug. 28, 2010
GLU, Inc.	SELF-SEALING CLOSURE	4,712,704	07/16375	GRANTED	NONE REQUIRED	Dec. 15, 1987	Feb. 19, 2007
RAM Products/Radio Cap, LP	SELF-SEALING CLOSURE	5,082,134	07/657654	GRANTED	NONE REQUIRED	Jan. 21, 1992	Feb. 19, 2011
GLU, Inc.	SELF-SEALING CLOSURE	5,186,353	07/788551	GRANTED	NONE REQUIRED	Feb. 16, 1993	Nov. 6, 2011
The Messenger Group, LLC	COMMUNICATION PACKAGE WITH APPARATUS AND METHOD FOR STORING AND RETRIEVING A PERMANENT MESSAGE	5,826,235	795140	GRANTED	April 20, 2010	Oct. 20, 1998	Feb. 7, 2017
The Messenger Group, LLC	METHOD AND APPARATUS FOR PROCESSING AND DOWNLOADING SOUND MESSAGES ONTO A PERMANENT MEMORY OF A COMMUNICATION PACKAGE	5,719,920	564501	GRANTED	August 17, 2009	Feb. 17, 1998	Nov. 29, 2015
V-Line Skate Company, Inc.	HANGER FOR ROLLER SKATE HAVING SHOCK ABSORBING CHARACTERISTICS IN VERTICAL AND HORIZONTAL PLANES	5,975,542	08/856480	GRANTED	May 2, 2007	Nov. 2, 1999	May 14, 2017

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