

PATENT ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Execution Date
The Yucaipa Companies LLC	04/26/2011

RECEIVING PARTY DATA

Name:	NewMarket Impressions LLC
Street Address:	1121 El Retiro Way
City:	Beverly Hills
State/Country:	CALIFORNIA
Postal Code:	90210

PROPERTY NUMBERS Total: 13

Property Type	Number
Application Number:	11333580
Application Number:	10542324
Application Number:	11725099
Application Number:	12690859
Application Number:	12690872
Application Number:	12690876
Application Number:	12690886
Application Number:	12690890
Application Number:	12690896
Application Number:	12690898
Application Number:	61296837
PCT Number:	US0400633
PCT Number:	US0700005

CORRESPONDENCE DATA

501536868

PATENT
REEL: 026307 FRAME: 0117

CH \$520.00 11333580

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ATTORNEY DOCKET NUMBER:

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NAME OF SUBMITTER:

Andrew Fan

Total Attachments: 2

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**RELEASE OF SECURITY INTEREST IN
PATENT COLLATERAL**

This RELEASE, dated as of April 26, 2011 (the "Release") is made by The Yucaipa Companies LLC ("Yucaipa"), in favor of NewMarket Impressions LLC, a Delaware limited liability company (the "Grantor") as follows:

WITNESSETH

WHEREAS, pursuant to Security Agreement between the Grantor, Yucaipa, and the Secured Parties thereto, dated as of July 27, 2010 (the "Security Agreement") and the Patent Security Agreement, between the Grantor and Yucaipa dated July 27, 2010 ("Patent Security Agreement"), the Grantor granted to Yucaipa a security interest ("Security Interest") in all right, title and interest of the Grantor in and to the collateral described in Section 2 of the Patent Security Agreement (the "Patent Collateral"). Capitalized terms used herein without definition are used as defined in the Security Agreement and the Patent Security Agreement;

WHEREAS, the Patent Security Agreement was recorded with The United States Patent and Trademark Office on August 2, 2010 at Reel/Frame No. 24777-0447,

WHEREAS, the Grantor has requested that Yucaipa release its security interest in all right, title and interest of the Grantor in and to the patents and all applications therefor, technology and know-how, and all licenses, royalties and other monies relating thereto, set forth on Schedule A to the Patent Security Agreement.

NOW, THEREFORE, Yucaipa, without recourse, representation or warranty and at the Grantor's sole cost and expense, hereby TERMINATES, RELEASES and DISCHARGES its Security Interest in the Patent Collateral, and any right, title or interest of Yucaipa in such Patent Collateral shall hereby cease and become void.

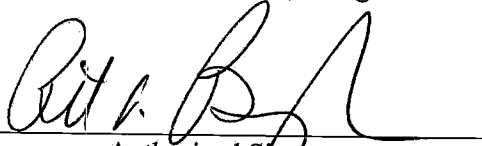
Yucaipa agrees to provide the Grantors with any information and additional authorization necessary to effect the release of such Security Interest.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Yucaipa has caused this Release to be duly executed and delivered by its duly authorized officer as of the date first written above.

THE YUCAIPA COMPANIES LLC, as Agent

By:


Authorized Signatory