

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Comerica Bank		06/05/2007	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Valassis Communications, Inc.		
Street Address:	19975 Victor Parkway		
City:	Livonia		
State/Country:	MICHIGAN		
Postal Code:	48152		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1716341	PROMOTION WATCH	
CORRESPONDENCE DATA			
Fax Number:	(949)851-9348		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949 757 7148		
Email:	ocipdocketing@mwe.com		
Correspondent Name:	Farah P. Bhatti, Esq.		
Address Line 1:	18191 Von Karman Ave., Suite 500		
Address Line 4:	Irvine, CALIFORNIA 92612		
ATTORNEY DOCKET NUMBER:	039667-0010.		
NAME OF SUBMITTER:	Farah P. Bhatti		
Signature:	/farah p. bhatti/		
Date:	09/05/2007		

CH \$40.00 1716341

Total Attachments: 3

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Sample

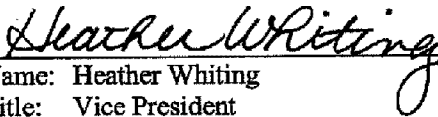
Release of Security Interest

Comerica Bank, Successor Administrative and Collateral Agent, ("Comerica" or "Assignee"), a Michigan Corporation, with a place of business at 500 Woodward, Detroit Michigan, 48226, for good and valuable consideration, does hereby discharge and release all security interests in the Trademarks and Patents identified in the attached Schedules A and B, and incorporated in this Release by reference, as previously granted to Comerica by Valassis Communications, Inc. ("Assignor"), a Delaware Corporation, with a place of business at 19975 Victor Parkway, Livonia, Michigan, 48152, which security interests were recorded on the dates and at the reel and frame numbers which appear in the attached Schedules A and B, to which reference may be had, the debts and obligations secured thereby having been paid and satisfied in full.

Now, therefore, for good and valuable consideration, provided to Assignee by Assignor, Assignee, by these presents, does release Assignor from Assignee's security interest in the entire right, title and interest in and to the Trademarks and Patents.

Executed this 5th day of June 2007, at Comerica Bank.

By:



Name: Heather Whiting

Title: Vice President

Comerica Bank, Successor Administrative and Collateral Agent.

Schedule A

Trademarks

<u>Mark</u>	<u>Registration No.</u>	<u>Date of Security Interest Recordal</u>	<u>Reel/Frame No.</u>
NEWSPAC	1,747,781	5/20/1994	1153/0455
PROMOTION WATCH	1,321,205	5/20/1994	1153/0455
PROMOTION WATCH	1,716,341	5/20/1194	1153/0455
IMPACT	1,046,817	5/20/1994	1153/0455

Schedule B

Patents

Patent No.	Title	<u>Date of Security Interest Recordal</u>	<u>Reel/Frame No.</u>
5,197,599	Sample Packet Adapted for Insertion Into a Newspaper	1/18/1994	006949/0808
5,105,941	Sample Packet Newspaper Insert	1/18/1994	006949/0808
4,601,490	Multi-Coupon Sweepstakes Promotion Vehicle	1/18/1994	006949/0808

ORC 408497-1.039667.0107