

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|--------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | RELEASE BY SECURED PARTY |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--|----------|----------------|-------------------------------------|
| PNC Bank, National Association, As Agent | | 12/21/2010 | National Association: UNITED STATES |

RECEIVING PARTY DATA

| | |
|------------------------|---------------------------|
| Name: | Sugartown Worldwide, Inc. |
| Street Address: | 800 Third Avenue |
| City: | King of Prussia |
| State/Country: | PENNSYLVANIA |
| Postal Code: | 19406-1412 |
| Entity Type: | CORPORATION: PENNSYLVANIA |

PROPERTY NUMBERS Total: 36

| Property Type | Number | Word Mark |
|----------------------|----------|----------------------|
| Registration Number: | 3381754 | L |
| Serial Number: | 77660444 | LEAD A COLORFUL LIFE |
| Registration Number: | 3097505 | LILLY |
| Registration Number: | 3587781 | LILLY. PULITZER |
| Registration Number: | 3587782 | LILLY. PULITZER |
| Serial Number: | 77631417 | LILLY PULITZER |
| Serial Number: | 74428275 | LILLY PULITZER |
| Registration Number: | 2880228 | LILLY PULITZER |
| Registration Number: | 3587777 | LILLY PULITZER |
| Registration Number: | 2805133 | LILLY PULITZER |
| Registration Number: | 2669416 | LILLY PULITZER |
| Registration Number: | 2152933 | LILLY PULITZER |
| Registration Number: | 1157374 | LILLY PULITZER |
| Registration Number: | 3495970 | LILLY PULITZER |

TRADEMARK

900179412

REEL: 004438 FRAME: 0514

CH \$915.00 3381754

| | | |
|----------------------|----------|----------------|
| Registration Number: | 1880248 | LILLY PULITZER |
| Registration Number: | 1990353 | LILLY PULITZER |
| Registration Number: | 1926195 | LILLY PULITZER |
| Registration Number: | 3620844 | LILLY PULITZER |
| Registration Number: | 3686520 | LILLY PULITZER |
| Registration Number: | 3612987 | LILLY PULITZER |
| Registration Number: | 3841879 | LILLY PULITZER |
| Registration Number: | 3767860 | LILLY PULITZER |
| Registration Number: | 3612988 | LILLY PULITZER |
| Registration Number: | 3841880 | LILLY PULITZER |
| Serial Number: | 77141575 | LILLY PULITZER |
| Serial Number: | 77141583 | LILLY PULITZER |
| Registration Number: | 3686521 | LILLY PULITZER |
| Registration Number: | 3850377 | LILLY PULITZER |
| Registration Number: | 3689809 | LILLY PULITZER |
| Serial Number: | 77660499 | LP LP |
| Registration Number: | 3588928 | L |
| Serial Number: | 77631541 | L |
| Registration Number: | 3469834 | L |
| Registration Number: | 3403882 | |
| Registration Number: | 3673768 | WEAR IT WELL |
| Serial Number: | 77660385 | XX LILLY |

CORRESPONDENCE DATA

Fax Number: (703)413-2220
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 703-413-3000
Email: tmdocket@oblon.com
Correspondent Name: Jeffrey H. Kaufman
Address Line 1: 1940 Duke Street
Address Line 4: Alexandria, VIRGINIA 22314

| | |
|-------------------------|----------------------|
| ATTORNEY DOCKET NUMBER: | 371962US33 |
| NAME OF SUBMITTER: | Jeffrey H. Kaufman |
| Signature: | /Jeffrey H. Kaufman/ |
| Date: | 12/21/2010 |

Total Attachments: 6

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RELEASE OF SECURITY INTEREST

THIS RELEASE OF SECURITY INTEREST dated _____, by PNC Bank, National Association, as Agent ("PNC Bank"), having its principal place of business at 500 First Avenue, Commercial Loan Service Center/DCC, Pittsburg, PA 15219, to Sugartown Worldwide, Inc. ("Sugartown"), having its principal place of business at 800 Third Avenue, King of Prussia, PA 19406-1412.

WHEREAS, PNC Bank and Sugartown are parties to a certain Security Agreement dated July 15, 2009 which was recorded in the United States Patent and Trademark Office on July 27, 2009 at Reel 4032, Frame 0096 (the "Security Agreement"), pursuant to which Sugartown granted a security interest in certain trademarks, listed therein; and

WHEREAS, Sugartown has requested that PNC Bank release from the Security Agreement the trademarks listed in Exhibit A, attached hereto ("Released Trademarks");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Secured Party, PNC Bank, National Association, as Agent, hereby releases the Released Trademarks, including all interests it has against the Released Trademarks or to which it is otherwise entitled by virtue of said Security Agreement.

IN WITNESS WHEREOF, PNC BANK, NATIONAL ASSOCIATION, AS AGENT, as the Secured Party, has executed this Release of Security Interest as of the date first written above.

PNC BANK, NATIONAL ASSOCIATION,
AS AGENT

By: jacqueline mackenzie

Name: Jacqueline Mackenzie

Title: VP

STATE OF Pennsylvania)
) SS:
COUNTY OF Philadelphia)

On this 21st day of December, 2010, before me personally came Jacqueline Mackenzie to me known, who, being duly sworn, did depose and say that she resides in the State of Pennsylvania; and that she signed her name hereto.

Mary Ann Jones
Notary Public

JHK/JSM/nlc {4784130_1.DOC}

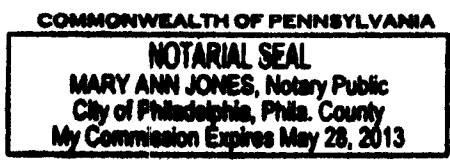















EXHIBIT A

| MARK | App. No. Filing Date | Reg. No. Issue Date | Status |
|---|--------------------------|-------------------------|-------------|
| L | 78/649,054 6/13/2005 | 3,381,754 2/12/2008 | REGISTERED |
| LEAD A COLORFUL LIFE | 77/660,444 1/30/2009 | n/a | PENDING |
| LILLY | 78/516,002 11/12/2004 | 3,097,505 5/30/2006 | REGISTERED |
|  | 77/141,431 3/27/2007 | 3,587,781 3/10/2009 | REGISTERED |
|  | 77/141,448 3/27/2007 | 3,587,782 3/10/2009 | REGISTERED |
|  | 77/631,417 12/11/2008 | n/a | PENDING |
|  | 74/428,275 8/24/1993 | 1,953,880 11/14/1995 | REGISTERED: |
| LILLY PULITZER | 78/124,827 4/29/2002 | 2,880,228 8/31/2004 | REGISTERED |
| LILLY PULITZER | 77/140,111 3/26/2007 | 3,587,777 3/10/2009 | REGISTERED |

| MARK | App. No. Filing Date | Reg. No. Issue Date | Status |
|---|--------------------------|-------------------------|---|
| LILLY PULITZER | 75/628,175 1/27/1999 | 2,805,133 1/13/2004 | REGISTERED |
| LILLY PULITZER | 75/434,990 2/17/1998 | 2,669,416 12/31/2002 | REGISTERED |
| LILLY PULITZER | 75/100,683 5/7/1996 | 2,152,933 4/21/1998 | REGISTERED: |
| LILLY PULITZER | 73/171,134 5/19/1978 | 1,157,374 6/9/1981 | REGISTERED: Assignment recorded on 3/19/2003- Security Agreement recorded between Sugartown Worldwide, Inc. and Wachovia Bank |
| LILLY PULITZER | 78/516,016 11/12/2004 | 3,495,970 9/2/2008 | REGISTERED |
| LILLY PULITZER | 74/233,647 12/24/1991 | 1,880,248 2/21/1995 | REGISTERED: |
| LILLY PULITZER | 74/552,003 7/27/1994 | 1,990,353 7/30/1996 | REGISTERED: |
| LILLY PULITZER | 74/802,617 7/22/1993 | 1,926,195 10/10/1995 | REGISTERED: |
| LILLY PULITZER (child) | | | PENDING |
| LILLY PULITZER (parent) | 77/015,866 10/6/2006 | n/a | PENDING |
|  | 77/141,495 3/27/2007 | 3,686,520 9/22/20 | REGISTERED |

| MARK | App. No. Filing Date | Reg. No. Issue Date | Status |
|----------------------|-------------------------|------------------------|------------|
| <i>Lilly Pultzer</i> | 77/141,508 3/27/2007 | 3,612,987 4/28/2009 | REGISTERED |
| <i>Lilly Pultzer</i> | 77/141,520 3/27/2007 | 3,841,879 8/31/2010 | REGISTERED |
| <i>Lilly Pultzer</i> | 77/141,538 3/27/2007 | 3,767,860 3/30/2010 | REGISTERED |
| <i>Lilly Pultzer</i> | 77/141,547 3/27/2007 | 3,612,988 4/28/2009 | REGISTERED |
| <i>Lilly Pultzer</i> | 77/141,564 3/27/2007 | 3,841,880 8/31/2010 | REGISTERED |
| <i>Lilly Pultzer</i> | 77/141,575 3/27/2007 | n/a | PENDING |
| <i>Lilly Pultzer</i> | 77/141,583 3/27/2007 | n/a | PENDING |

| MARK | App. No. Filing Date | Reg. No. Issue Date | Status |
|---|--------------------------|------------------------|------------|
|  | 77/141,593 3/27/2007 | 3,686,521 9/22/2009 | REGISTERED |
|  | 77/142,142 3/28/2007 | 3,850,377 9/21/2010 | REGISTERED |
|  | 77/142,148 3/28/2007 | 3,689,809 9/29/2009 | REGISTERED |
|  | 77/660,499 1/30/2009 | n/a | PENDING |
|  (parent) | 78/451,699 7/16/2004 | 3,588,928 3/10/2009 | REGISTERED |
|  | 77/631,541 12/11/2008 | n/a | PENDING |

| MARK | App. No. Filing Date | Reg. No. Issue Date | Status |
|--|--------------------------|------------------------|------------|
|  (child) | 78/980,357 7/16/2004 | 3,469,834 7/15/2008 | REGISTERED |
|  | 78/649,034 6/13/2005 | 3,403,882 3/25/2008 | REGISTERED |
| WEAR IT WELL | 77/335,405 11/21/2007 | 3,673,768 8/25/2009 | REGISTERED |
| XX LILLY | 77/660,385 1/30/2009 | n/a | PENDING |