

**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
PNC Bank, National Association, as Agent		12/21/2010	National association:

**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
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
Registration Number:	1880248	LILLY PULITZER

CH \$915.00 3381754

Registration Number:	1990353	LILLY PULITZER
Registration Number:	1926195	LILLY PULITZER
Serial Number:	77015866	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
Registration Number:	1935880	LILLY PULITZER

**CORRESPONDENCE DATA**

Fax Number: (404)815-2424  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 404-815-2231  
Email: carolfraser@paulhastings.com  
Correspondent Name: Carol Fraser, Corporate Paralegal  
Address Line 1: 600 Peachtree Street, NE, Suite 2400  
Address Line 2: Paul, Hastings, Janofsky & Walker  
Address Line 4: Atlanta, GEORGIA 30308

NAME OF SUBMITTER:	Carol Fraser
Signature:	//Carol Fraser//
Date:	12/28/2010

**Total Attachments: 6**

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**RELEASE OF SECURITY INTEREST**

THIS RELEASE OF SECURITY INTEREST dated Dec 21, 2010, 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

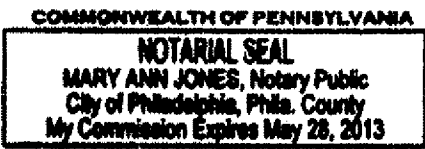
Title: VP

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.

[Signature]  
Notary Public

JHK/JSM/nlc (4784130\_1.DOC)


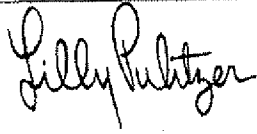






## EXHIBIT A



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
<i>Lilly Pulitzer</i>	77/141,495 3/27/2007	3,686,520 9/22/2001	REGISTERED

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