

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
EK Success Ltd.		02/17/2011	Company: NEW YORK

**RECEIVING PARTY DATA**

Name:	The Bank of New York Mellon, as Collateral Agent
Street Address:	600 East Las Colinas Blvd.
Internal Address:	Suite 1300
City:	Irving
State/Country:	TEXAS
Postal Code:	75309
Entity Type:	Association: UNITED STATES

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
Serial Number:	85211967	BLOOMSCAPE
Serial Number:	85213765	EK TOOLS
Serial Number:	85213773	EK TOOLS
Serial Number:	85164397	INKADINKACLINGS RUBBER STAMPS THAT CLING
Serial Number:	78141959	JOLIE JEWELS
Serial Number:	85201909	LALIBERI
Serial Number:	85199875	LALLIBERI
Serial Number:	85164399	SCRATCHY SCENTS
Serial Number:	85196188	
Serial Number:	85194960	SPOTTED CANARY SCHOOL
Serial Number:	85199189	VINTAGE PETALS

**CORRESPONDENCE DATA**

Fax Number: (202)408-3141

**900186726**

**TRADEMARK  
 REEL: 004499 FRAME: 0651**

**CH \$290.00 85211967**

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 800-927-9801 x2348  
Email: jpaterso@cscinfo.com  
Correspondent Name: Corporation Service Company  
Address Line 1: 1090 Vermont Avenue NW, Suite 430  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	712029
NAME OF SUBMITTER:	Jean Paterson
Signature:	/jep/
Date:	03/17/2011

Total Attachments: 4  
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source=3-17-11EKSUCCESS-TM#page4.tif

### RECORDATION FORM COVER SHEET TRADEMARKS 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):**

EK SUCCESS LTD.

- Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation- State: \_\_\_\_\_  
 Other Company - New York

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) February 17, 2011

- Assignment                               Merger  
 Security Agreement                       Change of Name  
 Other Grant of Security Interest

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  
 No

Name: THE BANK OF NEW YORK MELLON, as Collateral Agent

Internal

Address: \_\_\_\_\_

Street Address: 600 East Las Colinas Blvd, Suite 1300

City: Irving

State: TX

Country: USA Zip: 75039

- Association      Citizenship \_\_\_\_\_  
 General Partnership      Citizenship \_\_\_\_\_  
 Limited Partnership      Citizenship \_\_\_\_\_  
 Corporation      Citizenship \_\_\_\_\_  
 Other \_\_\_\_\_      Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

85211967; 85213765; 85213773; 85164397;

B. Trademark Registration No.(s)

2758913

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Janelle Telesford, Paralegal

Internal Address: Emmet, Marvin & Martin, LLP

Street Address: 120 Broadway

# 712.029-5

City: New York

State: New York Zip: 10271

Phone Number: 212-238-3244

Fax Number: 212-238-3100

Email Address: jtelesford@emmetmarvin.com

**6. Total number of applications and registrations involved:**

11

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$** \_\_\_\_\_


- Authorized to be charged to deposit account  
 Enclosed

**8. Payment Information:**

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:**



Signature

March 15, 2011

Date

Janelle Telesford

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:  4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

## Trademark Security Agreement

**Trademark Security Agreement**, dated as of February 17, 2011, by EK Success Ltd., a New York company (the "Pledgor") in favor of The Bank of New York Mellon, in its capacity as collateral agent pursuant to the Credit Agreement (in such capacity, the "Collateral Agent").

### WITNESSETH:

WHEREAS, each Pledgor is a party to a Security Agreement dated as of August 1, 2007 (the "Security Agreement") in favor of the Collateral Agent pursuant to which the Pledgor is required to execute and deliver this Trademark Security Agreement;

Now, THEREFORE, in consideration of the premises and to induce the Collateral Agent, for the benefit of the Secured Parties, to enter into the Credit Agreement, the Pledgor hereby agrees with the Collateral Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. Each Pledgor hereby pledges and grants to the Collateral Agent for the benefit of the Secured Parties a lien on and security interest in and to all of its right, title and interest in, to and under all the following Pledged Collateral of such Pledgor:

- (a) Trademarks of such Pledgor listed on Schedule I attached hereto;
- (b) all Goodwill associated with such Trademarks; and
- (c) all proceeds of the foregoing.

SECTION 3. Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Collateral Agent pursuant to the Security Agreement and Pledgor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control.

SECTION 4. Termination. Upon the payment in full of the Secured Obligations and termination of the Security Agreement, the Collateral Agent shall execute, acknowledge, and deliver to the Pledgor an instrument in writing in recordable form releasing the lien and security interest in the Trademarks under this Trademark Security Agreement.

SECTION 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Security Agreement by signing and delivering one or more counterparts.

IN WITNESS WHEREOF, the Pledgor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,

EK SUCCESS LTD.

By: 

Mary Cushing Merfeld  
Chief Financial Officer/  
President, Operations

Accepted and Agreed:  
The Bank of New York Mellon,  
As Collateral Agent

By: 

Name: *Eddie Wang*  
Title: *Vice President*

**SCHEDULE I TO TRADEMARK SECURITY AGREEMENT**

**EK SUCCESS LTD.**

<b>Trademark</b>	<b>Status</b>	<b>App. No</b>	<b>App. Date</b>	<b>Reg. No</b>	<b>Reg. Date</b>
Bloomscape	Pending	85211967	06-Jan-11		
EK Tools	Pending	85213765	10-Jan-11		
EK Tools	Pending	85213773	10-Jan-11		
InkaDinkaClings Rubber Stamps that Cling	Pending	85164397	29-Oct-10		
Jolie Jewels	Registered	78141959	08-Jul-02	2758913	02-Sep-03
Laliberi	Pending	85201909	20-Dec-10		
Lalliberi	Pending	85199875	16-Dec-10		
Scratchy Scents	Pending	85164399	29-Oct-10		
Spotted Canary Bird Design (no hat)	Pending	85196188	13-Dec-10		
Spotted Canary School	Pending	85194960	10-Dec-10		
Vintage Petals	Pending	85199189	16-Dec-10		