

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
Bear Stearns Corporate Lending Inc.		06/27/2011	CORPORATION: DELAWARE

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: 31

Property Type	Number	Word Mark
Registration Number:	3218004	MAKING EVERY TRADE PROMOTION DOLLAR COUNT
Registration Number:	3173451	INVOLVED IN YOUR SUCCESS
Registration Number:	3120333	LAUNCH
Registration Number:	2706805	VELUNO
Registration Number:	2706804	VELUNO ONE-COUNT POWERED WITH VENDOR VELOCITY
Registration Number:	2718800	
Registration Number:	1843150	SMARTSCAN
Registration Number:	1846923	PROCESS 2000
Registration Number:	3075591	TOP SHOPPER DYNAMICS
Registration Number:	2678967	HOUSEHOLD NAVIGATOR
Registration Number:	2647109	CONSUMER NAVIGATOR
Registration Number:	2618913	VALASSIS
Registration Number:	2678771	VALASSIS RELATIONSHIP MARKETING SYSTEMS
Registration Number:	2586470	VRMS

TRADEMARK

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REEL: 004570 FRAME: 0715

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Registration Number:	2518625	CONNECTING PEOPLE TO BRANDS
Registration Number:	2539250	VALASSIS
Registration Number:	2565919	TARGET NAVIGATOR
Registration Number:	2326920	RETAIL CONNECTION
Registration Number:	2330922	TARGETEXPERT
Registration Number:	2044423	"NEWSPOUCH"
Registration Number:	1807165	MARKETEXPERT
Registration Number:	1747781	NEWSPAC
Registration Number:	1716341	PROMOTION WATCH
Registration Number:	1321205	PROMOTION WATCH
Registration Number:	1754368	AMERICA'S LOOKING FOR ITS MISSING CHILDREN
Registration Number:	3215797	AUTOVISION DIRECT
Registration Number:	3339712	MMSI
Registration Number:	2921856	LOCAL COUPONS. SUPER SAVINGS.
Registration Number:	2751684	SUPERCOUPS
Registration Number:	1945801	SUPER COUPS
Serial Number:	78910937	PEPCONNECT

CORRESPONDENCE DATA

Fax Number: (212)230-5199
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-318-6518
Email: terrenceboyle@paulhastings.com
Correspondent Name: Terrence G. Boyle
Address Line 1: 75 East 55th Street
Address Line 2: Paul Hastings LLP
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	59618.00005
NAME OF SUBMITTER:	Terrence G. Boyle
Signature:	/Terrence G. Boyle/
Date:	06/27/2011

Total Attachments: 5

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REEL: 004570 FRAME: 0716

RELEASE OF SECURITY INTEREST IN TRADEMARK

June 27, 2011

Reference is made to that certain Guarantee, Security and Collateral Agency Agreement (together with all amendments, supplements or other modifications, if any, from time to time, the "Security Agreement") dated as of March 2, 2007, by VALASSIS COMMUNICATIONS, INC., a Delaware corporation (the "Borrower") and certain of its subsidiaries signatory thereto as grantors (together with the Borrower, collectively, the "Grantors"), in favor of BEAR STEARNS CORPORATE LENDING INC., as collateral agent (the "Agent") and recorded at the United States Patent and Trademark Office at Reel 003510, Frame 0288 on March 19, 2007.

Pursuant to the Security Agreement, the Grantors granted to Agent a security interest in the Grantors' right, title, and interest in, among other trademarks, the trademarks listed on Schedule I hereto (the "Trademarks").

The Agent hereby re-assigns and releases to the Grantors and terminates all right, title and interest that Agent has in and to the Trademarks and all proceeds of the foregoing; and all general intangibles associated with the foregoing, including, without limitation, all goodwill associated in any way with such Trademarks; the right to sue for past, present and future infringements, and all rights corresponding thereto associated with such Trademarks.

This release shall be governed by and construed in accordance with the laws of the State of New York without regard to conflicts of law principles.

[Signature Page Follows]






IN WITNESS HEREOF, the undersigned has executed this release by its duly authorized officer named below, and as of the date first indicated above.

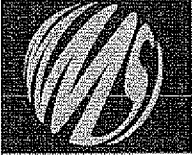
BEAR STEARNS CORPORATE LENDING INC.,
as Agent

By: JPMORGAN CHASE BANK, N.A., authorized
signatory

By: Suzanne Egastolo
Name: SUZANNE EGASTOLO
Title: Vice President

SCHEDULE I
TRADEMARK

<u>Trademark</u>	<u>Filing Date</u>	<u>Registration/Serial No.</u>	<u>Registration Date</u>	<u>Owner</u>	<u>Class</u>
MAKING EVERY TRADE PROMOTION DOLLAR COUNT	5/25/2006	3,218,004	03/13/2007	NCH Marketing Services, Inc.	35
INVOLVED IN YOUR SUCCESS	6/9/2005	3,173,451	11/21/2006	NCH Marketing Services, Inc.	35
	8/4/2005	3,120,333	7/25/2006	NCH Marketing Services, Inc.	9
VELUNO	5/21/2002	2,706,805	8/15/2003	NCH Marketing Services, Inc.	35
	5/21/2002	2,706,804	8/15/2003	NCH Marketing Services, Inc.	35
	2/8/2002	2,718,800	5/27/2003	NCH Marketing Services, Inc.	35
	6/22/1993	1,843,150	7/5/1994	NCH Marketing Services, Inc.	35
PROCESS 2000	10/26/1992	1,846,923	7/26/1994	NCH Marketing Services, Inc.	35
PEPCONNECT	6/19/2006	78/910937	n/a	Valassis Communications, Inc.	35
TOP SHOPPER DYNAMICS	1/30/2004	3,075,591	4/4/2006	Valassis Communications, Inc.	35
HOUSEHOLD NAVIGATOR	9/26/2001	2,678,967	1/21/2003	Valassis Communications, Inc.	35
CONSUMER NAVIGATOR	7/12/2001	2,647,109	11/5/2002	Valassis Communications, Inc.	35
	3/13/2001	2,618,913	9/10/2002	Valassis Communications, Inc.	35

<u>Trademark</u>	<u>Filing Date</u>	<u>Registration/Serial No.</u>	<u>Registration Date</u>	<u>Owner</u>	<u>Class</u>
VALASSIS RELATIONSHIP MARKETING SYSTEMS	10/13/2000	2,678,771	1/21/2003	Valassis Communications, Inc.	35
VRMS	10/13/2000	2,586,470	6/25/2002	Valassis Communications, Inc.	35
CONNECTING PEOPLE TO BRANDS	3/13/2000	2,518,625	12/11/2001	Valassis Communications, Inc.	35
VALASSIS	3/10/2000	2,539,250	2/19/2002	Valassis Communications, Inc.	35
TARGET NAVIGATOR	2/17/2000	2,565,919	4/30/2002	Valassis Communications, Inc.	35
RETAIL CONNECTION	6/23/1999	2,326,920	3/7/2000	Valassis Communications, Inc.	35
TARGETEXPERT	5/11/1998	2,330,922	3/21/2000	Valassis Communications, Inc.	9
"NEWPOUCH"	12/20/1994	2,044,423	3/11/1997	Valassis Communications, Inc.	16
MarketEXPERT	8/10/1992	1,807,165	11/30/1993	Valassis Communications, Inc.	9
NEWSPAC	6/26/1991	1,747,781	1/19/1993	Valassis Communications, Inc.	16
PROMOTION WATCH	5/16/1991	1,716,341	9/15/1992	Valassis Communications, Inc.	35
PROMOTION WATCH	5/3/1984	1,321,205	2/19/1985	Valassis Communications, Inc.	35
AMERICA'S LOOKING FOR ITS MISSING CHILDREN	4/30/1992	1,754,368	2/23/1993	MBV, Inc.	42
AUTOVISION DIRECT	5/16/2006	3,215,797	03/06/2007	MBV, Inc.	35
	6/13/2006	3,339,712	11/20/2007	MBV, Inc.	35

<u>Trademark</u>	<u>Filing Date</u>	<u>Registration/Serial No.</u>	<u>Registration Date</u>	<u>Owner</u>	<u>Class</u>
LOCAL COUPONS. SUPER SAVINGS.	12/23/2003	2,921,856	1/25/2005	MailCoups, Inc.	35
SUPERCOUPS	8/30/2000	2,751,684	8/19/2003	MailCoups, Inc.	35
SUPER COUPS	2/13/1995	1,945,801	1/2/1996	MailCoups, Inc.	35