

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
CHASE CAPITAL CORPORATION, AS ADMINISTRATIVE AGENT		10/07/2011	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CROSSMARK, INC.		
<b>Street Address:</b>	5100 Legacy Drive		
<b>City:</b>	Plano		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75024		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2457787	CROSSMARK	
<b>Registration Number:</b>	2390336	CROSSMARK	
<b>Registration Number:</b>	2390337	CROSSMARK	
<b>Serial Number:</b>	85062369	GROWTH SOLUTIONS. EXCEPTIONAL SERVICE.	
<b>Serial Number:</b>	85062372		
<b>Registration Number:</b>	3070444	THE WAY TO MARKET	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(214)661-4691		
<b>Phone:</b>	214-953-6691		
<b>Email:</b>	b.k.drinkwater@bakerbotts.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	B.K. Drinkwater, c/o Baker Botts L.L.P.		
<b>Address Line 1:</b>	2001 Ross Avenue, Suite 600		
<b>Address Line 4:</b>	Dallas, TEXAS 75201		

**CH \$165.00 2457787**

ATTORNEY DOCKET NUMBER:	002642.2436
NAME OF SUBMITTER:	B.K. Drinkwater
Signature:	/B.K. Drinkwater/
Date:	11/28/2011
<b>Total Attachments: 8</b> source=Chase Release of Trademark Assignment CROSSMARK EXECUTED#page1.tif source=Chase Release of Trademark Assignment CROSSMARK EXECUTED#page2.tif source=Chase Release of Trademark Assignment CROSSMARK EXECUTED#page3.tif source=Chase Release of Trademark Assignment CROSSMARK EXECUTED#page4.tif source=Chase Release of Trademark Assignment CROSSMARK EXECUTED#page5.tif source=Chase Release of Trademark Assignment CROSSMARK EXECUTED#page6.tif source=Chase Release of Trademark Assignment CROSSMARK EXECUTED#page7.tif source=Chase Release of Trademark Assignment CROSSMARK EXECUTED#page8.tif	

This RELEASE OF ASSIGNMENT FOR SECURITY OF TRADEMARKS is made as of October 7, 2011 (this "Release"), by CHASE CAPITAL CORPORATION, as the Administrative Agent, in favor of CROSSMARK, INC., a Delaware corporation (the "Grantor"). Capitalized terms used herein and not otherwise defined shall have the meanings assigned to such terms in the Credit Agreement referred to below.

A. Reference is made to (i) the Senior Subordinated Secured Credit Agreement dated as of September 24, 2010 (as heretofore amended, supplemented or otherwise modified from time to time, the "Credit Agreement"), among CROSSMARK Holdings, Inc., a Delaware corporation (the "Borrower"), the Lenders party thereto and Chase Capital Corporation, as Administrative Agent (the "Administrative Agent"), (ii) the Guaranty Agreement dated as of September 24, 2010 (as heretofore amended, supplemented or otherwise modified from time to time, the "Guaranty Agreement"), made by the Grantor and the other Subsidiaries party thereto in favor of the Administrative Agent, (iii) the Second Lien Pledge and Security Agreement dated as of September 24, 2010 (as heretofore amended, supplemented or otherwise modified from time to time, the "Pledge and Security Agreement"), made by the Borrower and the Grantor and the other Subsidiaries party thereto in favor of the Administrative Agent and (iv) the Trademark Security Agreement dated as of September 24, 2010 made by the Grantor in favor of the Administrative Agent (as heretofore amended, supplemented or otherwise modified from time to time, and together with the Credit Agreement, the Guaranty Agreement and the Pledge and Security Agreement, the "Security Agreements").

B. Pursuant to the Security Agreements, the Grantor granted to the Administrative Agent, for the benefit of the Secured Parties, a continuing security interest in and to all of the Grantor's right, title and interest in and to, among other things, the trademarks and trademark applications of the Grantor set forth on Schedule I hereto (collectively, the "Trademark Collateral"), which security interests were recorded with the United States Patent & Trademark Office on September 29, 2010 at Reel/Frame 004286/0407.

C. Pursuant to the Payoff Letter dated as of October 7, 2011, between the Borrower and the Administrative Agent, the Administrative Agent agreed to release and terminate any and all liens and security interests it may have in the Trademark Collateral granted pursuant to the Security Agreements.

Accordingly, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Administrative Agent does hereby release, relinquish, terminate and discharge any and all security interests it has in the Trademark Collateral. The Administrative Agent agrees to make filings with the United States Patent and Trademark Office and other necessary filings, in each case reasonably requested by the Borrower and at the expense of the Borrower, to evidence the release

and termination of the Administrative Agent's security interests in the Trademark Collateral.

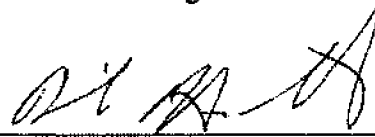
THIS RELEASE SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK AND SHALL BE BINDING UPON THE ADMINISTRATIVE AGENT'S REPRESENTATIVES, SUCCESSORS, ASSIGNS AND TRANSFEREES.

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IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be duly executed as of the day and year first above written.

CHASE CAPITAL CORPORATION,  
as Administrative Agent

By



Name: David Schabes

Title: CO-CEO

Schedule I

**Trademarks and Trademark Applications**

[See attached]

Schedule 1

CROSSMARK, Inc.

UNITED STATES TRADEMARKS

Matter	Goods and/or Services	Owner	Status	Next Action/Notes	Our Reference
<p><b>CROSSMARK</b>                      Serial No.: 75/520,209                      Filing Date: 07/16/1998                      Registration No.: 2,457,787                      Registration Date: 06/05/2001</p>	<p>(35) Manufacturer representatives in the field of foods and consumer goods, namely, health and beauty aids, confections, dry grocery goods, frozen foods, dinner entrees, ice cream, paper plates and cups, paper towels, toilet and facial tissue, juices and drinks, small appliances, sporting goods, baby formula, photographic supplies, photographic equipment and photographic film, trading cards, pet food, automotive supplies, pharmaceuticals, over-the-counter pharmaceuticals, toys, and games; inventory and shelf arrangement services, namely, replenishing and resetting items for sale by others; sales of volume tracking for others; auditing sales for others; conducting market research and market research for others; product display and business merchandising services for others</p>	<p>Crossmark, Inc.</p>	<p><b>Registered</b></p>	<p>Renewal Due between 06/05/2010 and 06/05/2011</p>	<p>26961.52</p>
<p><b>CROSSMARK and Design</b>  <b>CROSSMARK</b>                      Serial No.: 75/533,332                      Filing Date: 08/10/1998                      Registration No.: 2,390,336                      Registration Date: 09/26/2000</p>	<p>(35) Manufacturer representatives in the field of foods and consumer goods, namely, health and beauty aids, confections, dry grocery goods, frozen foods, dinner entrees, ice cream, paper plates and cups, paper towels, toilet and facial tissue, juices and drinks, small appliances, sporting goods, baby formula, photographic supplies, photographic equipment and photographic film, trading cards, pet food, automotive supplies, pharmaceuticals, over-the-counter pharmaceuticals, toys, and games; inventory and shelf arrangement services, namely, replenishing and resetting items for sale by others; sales volume tracking for others; auditing sales for others; conducting market research and market analysis for others; and display and merchandising services for others</p>	<p>Crossmark, Inc.</p>	<p><b>Registered</b></p>	<p>Renewal Due between 09/26/2009 and 09/26/2010</p>	<p>26961.53</p>

Schedule 1


CROSSMARK, Inc.

Matter	Goods and/or Services	Owner	Status	Next Action / Notes	Our Reference
<p>CROSSMARK and Design with Color</p> <p>CROSSMARK</p> <p>Serial No.: 75/533,335</p> <p>Filing Date: 08/10/1998</p> <p>Registration No.: 2,390,337</p> <p>Registration Date: 09/26/2000</p>	<p>(35) Manufacturer representatives in the field of foods and consumer goods, namely, health and beauty aids, confections, dry grocery goods, frozen foods, dinner entrees, ice cream, paper plates and cups, paper towels, toilet and facial tissue, juices and drinks, small appliances, sporting goods, baby formula, photographic supplies, photographic equipment and photographic film, trading cards, pet food, automotive supplies, pharmaceuticals, over-the-counter pharmaceuticals, toys, and games; inventory and shelf arrangement services, namely, replenishing and resetting items for sale by others; sales volume tracking for others; auditing sales for others; conducting market research and market analysis for others; and display and merchandising services for others</p>	<p>Crossmark, Inc.</p>	<p>Registered</p>	<p>Renewal Due between 09/26/2009 and 09/26/2010</p>	<p>26961.54</p>
<p>GROWTH SOLUTIONS. EXCEPTIONAL SERVICE.</p> <p>Serial No.: 85/062,369</p> <p>Filing Date: 06/14/2010</p>	<p>(35) Manufacturer representatives in the field of foods and consumer goods, namely, health and beauty aids, confections, dry grocery goods, frozen foods, dinner entrees, ice cream, paper plates and cups, paper towels, toilet and facial tissue, juices and drinks, small appliances, sporting goods, baby formula, photographic supplies, photographic equipment and photographic film, trading cards, pet food, automotive supplies, pharmaceuticals, toys, and games; inventory and shelf arrangement services, namely, replenishing and resetting items for sale by others; sales of volume tracking for others; auditing sales for others; conducting market research and market research for others; product display and business merchandising services for others</p>	<p>Crossmark, Inc.</p>	<p>Pending</p>	<p>Priority Foreign Filing Due 12/14/2010</p>	<p>26961.81</p>



Schedule 1

CROSSMARK, Inc.

Matter	Goods and/or Services	Owner	Status	Next Action / Notes	Our Reference
<p>Arch Design                        Serial No.: 85/062,372                      Filing Date: 06/14/2010</p>	<p>(35) Manufacturer: representatives in the field of foods and consumer goods, namely, health and beauty aids, confections, dry grocery goods, frozen foods, dinner entrees, ice cream, paper plates and cups, paper towels, toilet and facial tissue, juices and drinks, small appliances, sporting goods, baby formula, photographic supplies, photographic equipment and photographic film, trading cards, pet food, automotive supplies, pharmaceuticals, toys, and games; inventory and shelf arrangement services, namely, replenishing and resetting items for sale by others; sales of volume tracking for others; auditing sales for others; conducting market research and market research for others; product display and business merchandising services for others</p>	<p>Crossmark, Inc.</p>	<p>Pending</p>	<p>Priority Foreign Filing Due 12/14/2010</p>	<p>26961.80</p>
<p>THE WAY TO MARKET                      Serial No.: 78/494,225                      Filing Date: February 10, 2009                      Registration No.: 3,070,444                      Registration Date: 03/21/2006</p>	<p>(35) Manufacturer and retailer representatives in the field of foods and consumer goods, namely, consumer packaged goods, health and beauty aids, confections, dry grocery goods, frozen foods, dinner entrees, ice cream, paper plates and cups, paper towels, toilet and facial tissue, juices and drinks, small appliances, sporting goods, baby formula, photographic supplies, photographic equipment and photographic film, trading cards, pet food, automotive supplies, pharmaceuticals, over-the-counter pharmaceuticals, toys, and games; inventory and shelf arrangement services, namely, replenishing and resetting items for sale by others; tracking sales of volume tracking for others; business auditing services, namely, auditing sales for others; conducting market research for others; business merchandising product display services for others; general business merchandising services, namely marketing; business consulting services in the field of marketing, advertising and sales; advertising agency services; and business consultation in the field of brand development.</p>	<p>Crossmark, Inc.</p>	<p>Registered</p>	<p>Section 8 &amp; 15 Declaration due between 03/21/2011 and 03/21/2012</p>	<p>26961.27</p>

Schedule 1

CROSSMARK, Inc.

FOREIGN TRADEMARKS

Matter	Country	Goods and/or Services	Owner	Status	Next Action / Notes	Our Reference
<p>CROSSMARK Serial No.: 1101882 Filing Date: 07/02/2010</p>	<p>Mexico</p>	<p>(35) Manufacturer representatives in the field of foods and consumer goods, namely, health and beauty aids, confections, dry goods, frozen foods, dinner entrees, ice cream, paper plates and cups, paper towels, toilet and facial tissue, juices and drinks, small appliances, sporting goods, baby formula, photographic supplies, photographic equipment and photographic film, electronics, trading cards, pet food, automotive supplies, lumber, building materials, millwork, flooring, storage containers, paint, plumbing supplies, electrical supplies, hardware, lawn supplies, garden supplies, pharmaceuticals, over-the-counter pharmaceuticals, toys, and games; inventory and shelf arrangement services, namely, replenishing and resetting items for sale by others; sales of volume tracking for others; auditing sales for others; conducting market research and market research for others; product display and business merchandising services for others; and in general, advertising; business management; business administration; office functions</p>	<p>Crossmark, Inc.</p>	<p>Pending</p>	<p>Awaiting Foreign Office Action</p>	<p>26961.82</p>

TRADEMARK LICENSES

None.