

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM371222

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PNC Bank, National Association		03/03/2015	national banking association: UNITED STATES

RECEIVING PARTY DATA

Name:	Those Characters From Cleveland, Inc.
Street Address:	One American Road
City:	Cleveland
State/Country:	OHIO
Postal Code:	44144
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	1201259	BLUEBERRY MUFFIN
Registration Number:	1117262	STRAWBERRY SHORTCAKE
Registration Number:	1267116	STRAWBERRY SHORTCAKE
Registration Number:	1564827	STRAWBERRY SHORTCAKE
Registration Number:	1959123	STRAWBERRY SHORTCAKE
Registration Number:	2309010	STRAWBERRY SHORTCAKE
Registration Number:	2901936	STRAWBERRY SHORTCAKE
Registration Number:	3775071	WATERMELON KISS
Registration Number:	3931764	PUPCAKE
Registration Number:	3926692	BERRYKIN
Registration Number:	2887531	STRAWBERRY SHORTCAKE
Registration Number:	2925739	STRAWBERRY SHORTCAKE
Registration Number:	3171964	STRAWBERRY SHORTCAKE
Registration Number:	2803695	STRAWBERRY SHORTCAKE
Registration Number:	3216265	LEMON MERINGUE
Registration Number:	2856798	STRAWBERRY SHORTCAKE
Registration Number:	4176397	CHERRY JAM
Registration Number:	4196032	STRAWBERRY SHORTCAKE
Registration Number:	4062315	PLUM PUDDING

TRADEMARK

CORRESPONDENCE DATA**Fax Number:** 2158325767*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.***Phone:** 215-569-5767**Email:** perry@blankrome.com**Correspondent Name:** David M. Perry**Address Line 1:** Blank Rome LLP**Address Line 2:** One Logan Square, 8th Floor**Address Line 4:** Philadelphia, PENNSYLVANIA 19103-6998

ATTORNEY DOCKET NUMBER:	521949-00100
NAME OF SUBMITTER:	David M. Perry
SIGNATURE:	/David M. Perry/
DATE SIGNED:	01/29/2016

Total Attachments: 3

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**RELEASE OF SECURITY INTEREST
IN TRADEMARK COLLATERAL**

This RELEASE, dated as of March 3, 2015 (this "Release"), is made by PNC Bank, National Association, as collateral agent (in such capacity, the "Agent"), in favor of American Greetings Corporation ("AGC") as follows:

WITNESSETH

WHEREAS, AGC, Those Characters From Cleveland, Inc., an Ohio corporation and an indirect wholly-owned subsidiary of AGC ("TCFC"), the Agent and the other parties thereto entered into that certain Credit Agreement on August 9, 2013 (as amended by that certain First Amendment to Credit Agreement, dated as of January 24, 2014, that certain Second Amendment to Credit Agreement, dated as of February 4, 2014 and that certain Third Amendment to Credit Agreement, dated as of September 5, 2014, and as further amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "Credit Agreement");

WHEREAS, in connection with the Credit Agreement, AGC granted the Agent a security interest in certain collateral pledged by TCFC pursuant to the Amended and Restated Collateral Assignment of Trademarks, dated August 9, 2013, which was recorded with the U.S. Patent and Trademark Office on September 9, 2013 at Reel/Frame No. 5107/0179 as further described therein, including, without limitation, the United States trademarks set forth on Schedule A attached hereto (collectively, the "Trademark Collateral");

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated as of February 2, 2015, among TCFC, Iconix Brand Group, Inc., a Delaware corporation ("IBG"), Shortcake IP Holdings LLC, a Delaware limited liability company ("SIH"), and Iconix Luxembourg Holdings SÀRL, a Société à responsabilité limitée registered in The Grand Duchy of Luxembourg ("ILH"), TCFC sold, assigned, transferred and conveyed, among other assets, the Trademark Collateral to IBG, SIH and ILH (the "Strawberry Shortcake Sale"); and

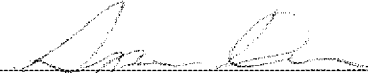
WHEREAS, in connection with the Strawberry Shortcake Sale, AGC has requested that the Agent release its security interest in all right, title and interest of the Agent in and to the Trademark Collateral.

NOW, THEREFORE, the Agent, without recourse, representation or warranty and at AGC's sole cost and expense, hereby terminates, cancels and releases any security interest of the Agent in the Trademark Collateral and any all rights, title and interests of the Agent in the Trademark Collateral shall hereby terminate, cease and become void.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Agent has caused this Release to be duly executed and delivered by its duly authorized officer as of the date first written above.

PNC BANK, NATIONAL ASSOCIATION

By: 
Name: Stephen Dixon
Title: Assistant Vice President

**SCHEDULE A
TO
RELEASE OF SECURITY INTEREST
IN TRADEMARK COLLATERAL
Reel/Frame: 5107/0179**

Mark	Status	Application / Registration #s
BLUEBERRY MUFFIN	Registered	1201259
STRAWBERRY SHORTCAKE	Registered	1117262
STRAWBERRY SHORTCAKE	Registered	1267116
STRAWBERRY SHORTCAKE	Registered	1564827
STRAWBERRY SHORTCAKE	Registered	1959123
STRAWBERRY SHORTCAKE	Registered	2309010
STRAWBERRY SHORTCAKE	Registered	2901936
WATERMELON KISS	Registered	3775071
PUPCAKE	Registered	3931764
BERRYKIN	Registered	3926692
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STRAWBERRY SHORTCAKE	Registered	2856798
CHERRY JAM	Registered	4176397
STRAWBERRY SHORTCAKE	Registered	4196032
PLUM PUDDING	Registered	4062315