

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM374705

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PNC Bank, National Association		02/24/2016	national banking association: UNITED STATES

## RECEIVING PARTY DATA

<b>Name:</b>	Shortcake IP Holdings LLC
<b>Street Address:</b>	1450 Broadway
<b>Internal Address:</b>	3rd Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10018
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

## PROPERTY NUMBERS Total: 74

Property Type	Number	Word Mark
Registration Number:	3171964	STRAWBERRY SHORTCAKE
Registration Number:	3321101	CREPES SUZETTE
Registration Number:	3775071	WATERMELON KISS
Registration Number:	2860972	APPLE DUCKLIN'
Registration Number:	2776709	APPLE DUMPLIN'
Serial Number:	78397598	BANANA BONGO
Serial Number:	78397590	BERRYKINS
Serial Number:	78288308	BLUEBERRY SUNDAE PONY
Serial Number:	78288302	BUTTER PECAN PONY
Serial Number:	78288305	CHERRY VANILLA PONY
Registration Number:	2801214	CHOCOLATE CHIPMUNK
Serial Number:	78397597	COCO CALYPSO
Serial Number:	78288309	COOKIE DOUGH PONY
Registration Number:	2745093	GINGER SNAP
Registration Number:	2848466	HONEY PIE PONY
Serial Number:	78180352	HOPSALOT
Registration Number:	2849544	HUCKLEBERRY PIE
Serial Number:	78397588	KIWI SEATURTLE

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3216265	LEMON MERINGUE
Serial Number:	78334548	LICORICE TWIST
Serial Number:	78288311	MILKSHAKE PONY
Serial Number:	78288307	NEAPOLITAN PONY
Registration Number:	3061116	PAPAYA PARROT
Serial Number:	78288306	PISTACHIO PONY
Serial Number:	78180350	PLUM PUDDIN'
Registration Number:	2984120	RAINBOW SHERBET
Registration Number:	3059559	SEA SWEETIE
Serial Number:	78397594	SEABERRY DELIGHT
Serial Number:	78288304	SPUMONI PONY
Registration Number:	2925739	STRAWBERRY SHORTCAKE
Registration Number:	2803695	STRAWBERRY SHORTCAKE
Registration Number:	2827479	STRAWBERRYLAND
Registration Number:	2892984	STRAWBERRYLAND
Serial Number:	78180349	TEA TIME TURTLE
Serial Number:	78397602	TRIPLE RIPPLE TOUCAN
Registration Number:	2792640	VANILLA ICING
Registration Number:	1267116	STRAWBERRY SHORTCAKE
Registration Number:	1198704	MARMALADE
Registration Number:	1198703	ORANGE BLOSSOM
Registration Number:	1201259	BLUEBERRY MUFFIN
Registration Number:	2759377	CUSTARD
Registration Number:	2742825	PUPCAKE
Registration Number:	2845257	CHEESECAKE
Registration Number:	2840593	RHUBARB
Registration Number:	2724912	ANGEL CAKE
Registration Number:	2595428	RASPBERRY TART
Registration Number:	2901936	STRAWBERRY SHORTCAKE
Registration Number:	1564827	STRAWBERRY SHORTCAKE
Registration Number:	1117262	STRAWBERRY SHORTCAKE
Registration Number:	1959123	STRAWBERRY SHORTCAKE
Registration Number:	1542522	STRAWBERRY SHORTCAKE LIFE IS DELICIOUS
Registration Number:	2309010	STRAWBERRY SHORTCAKE
Serial Number:	78653074	RASPBERRY RIPPLE
Serial Number:	78684900	CHERRY VANILLA
Serial Number:	78684859	ORANGE TWIST
Serial Number:	78684896	BLUEBERRY SUNDAE

Property Type	Number	Word Mark
Serial Number:	78684827	SPUMONI
Serial Number:	78684885	MILKSHAKE
Serial Number:	78684891	COOKIE DOUGH
Serial Number:	78684878	BUTTER PECAN
Serial Number:	78684868	PISTACHIO
Serial Number:	78636151	ADA
Serial Number:	78694385	PURPLE PIEMAN
Serial Number:	78694401	SOUR GRAPES
Serial Number:	78653080	HUCKLEBERRY HASH
Serial Number:	78653078	LEMON ICE
Serial Number:	78804291	FROSTY PUFF
Serial Number:	78636142	SUGAR WOOFER
Serial Number:	78636146	LEM
Serial Number:	78627906	TEA BLOSSOM
Serial Number:	78424671	SHOOFLY FROG
Registration Number:	3926692	BERRYKIN
Registration Number:	3931764	PUPCAKE
Registration Number:	4873187	HENNA

**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

<b>ATTORNEY DOCKET NUMBER:</b>	521949-01111
<b>NAME OF SUBMITTER:</b>	David M. Perry
<b>SIGNATURE:</b>	/David M. Perry/
<b>DATE SIGNED:</b>	02/26/2016

**Total Attachments: 5**  
source=Release of Security Interest in TM Collateral (Executed)#page1.tif  
source=Release of Security Interest in TM Collateral (Executed)#page2.tif  
source=Release of Security Interest in TM Collateral (Executed)#page3.tif  
source=Release of Security Interest in TM Collateral (Executed)#page4.tif  
source=Release of Security Interest in TM Collateral (Executed)#page5.tif

**RELEASE OF SECURITY INTEREST  
IN TRADEMARK COLLATERAL**

This RELEASE, dated as of February 24, 2016 (this "Release"), is made by PNC Bank, National Association, as collateral agent (in such capacity, the "Agent"), in favor of Shortcake IP Holdings LLC, a Delaware limited liability company ("SIH"), as follows:

**WITNESSETH**

WHEREAS, American Greetings Corporation ("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 (or its predecessor in interest) a security interest in certain collateral pledged by TCFC pursuant to the Trademark Security Agreement, dated as of May 11, 2004, the Collateral Assignment of Trademarks, dated as of April 4, 2006, as amended on June 11, 2010, and the First Amendment to the Amended and Restated Pledge and Security Agreement, dated as of January 18, 2012, which was recorded with the U.S. Patent and Trademark Office on January 28, 2005, November 22, 2006, June 24, 2010 and January 18, 2012 at Reel/Frame No. 3019/0746, Reel/Frame No. 3433/0001, Reel/Frame No. 4230/0765 and 4743/0813, respectively, 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"), 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 and SIH have 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 SIH's or 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]

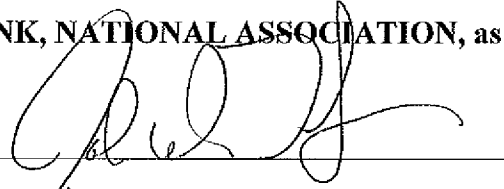
IN WITNESS WHEREOF, the Agent has caused this Release to be duly executed and delivered by its duly authorized officer as of the date first written above.

**PNC BANK, NATIONAL ASSOCIATION, as Agent**

By: \_\_\_\_\_

Name:

Title:

A handwritten signature in cursive script, appearing to read "John W. Thompson", written over a horizontal line.

John W. Thompson

SVP

[RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL]

**TRADEMARK**  
**REEL: 005740 FRAME: 0385**

**SCHEDULE A  
TO  
RELEASE OF SECURITY INTEREST  
IN TRADEMARK COLLATERAL**

Reel/Frame No. 3019/0746; Reel/Frame No. 3433/0001; Reel/Frame No. 4230/0765; Reel/Frame  
No. 4743/0813

Mark	Application / Registration #s
STRAWBERRY SHORTCAKE	3171964
CREPES SUZETTE	3321101
WATERMELON KISS	3775071
APPLE DUCKLIN'	2860972
APPLE DUMPLIN'	2776709
BANANA BONGO	78/397598
BERRYKINS	78/397590
BLUEBERRY SUNDAE PONY	78/288308
BUTTER PECAN PONY	78/288302
CHERRY VANILLA PONY	78/288305
CHOCOLATE CHIPMUNK	2801214
COCO CALYPSO	78/397597
COOKIE DOUGH PONY	78/288309
GINGER SNAP	2745093
HONEY PIE PONY	2848466
HOPSALOT	78/180352
HUCKLEBERRY PIE	2849544
KIWI SEATURTLE	78/397588
LEMON MERINGUE	3216265
LICORICE TWIST	78/334548
MILKSHAKE PONY	78/288311
NEAPOLITAN PONY	78/288307
PAPAYA PARROT	3061116
PISTACHIO PONY	78/288306
PLUM PUDDIN'	78/180350

Mark	Application / Registration #s
RAINBOW SHERBET	2984120
SEA SWEETIES	3059559
SEABERRY DELIGHT	78/397594
SPUMONI PONY	78/288304
STRAWBERRY SHORTCAKE	2925739
STRAWBERRY SHORTCAKE	2803695
STRAWBERRYLAND	2827479
STRAWBERRYLAND	2892984
TEA TIME TURTLE	78/180349
TRIPLE RIPPLE TOUCAN	78/397602
VANILLA ICING	2792640
STRAWBERRY SHORTCAKE	1267116
MARMALADE	1198704
ORANGE BLOSSOM	1198703
BLUEBERRY MUFFIN	1201259
CUSTARD	2759377
PUPCAKE	2742825
CHEESECAKE	2845257
RHUBARB	2840593
ANGEL CAKE	2724912
RASPBERRY TART	2595428
STRAWBERRY SHORTCAKE	2901936
STRAWBERRY SHORTCAKE	1564827
STRAWBERRY SHORTCAKE	1117262
STRAWBERRY SHORTCAKE	1959123
STRAWBERRY SHORTCAKE LIFE IS DELICIOUS	1542522
STRAWBERRY SHORTCAKE	2309010
RASPBERRY RIPPLE	78653074
CHERRY VANILLA	78684900

<b>Mark</b>	<b>Application / Registration #s</b>
ORANGE TWIST	78684859
BLUEBERRY SUNDAE	78684896
SPUMONI	78684827
MILKSHAKE	78684885
COOKIE DOUGH	78684891
BUTTER PECAN	78684878
PISTACHIO	78684868
ADA	78636151
PURPLE PIEMAN	78694385
SOUR GRAPES	78694401
HUCKLEBERRY HASH	78653080
LEMON ICE	78653078
FROSTY PUFF	78804291
SUGAR WOOFER	78636142
LEM	78636146
TEA BLOSSOM	78627906
SHOOFLY FROG	78424671
BERRYKIN	3926692
PUPCAKE	3931764
HENNA	4873187