

900410868 06/26/2017

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**TRADEMARK ASSIGNMENT COVER SHEET**

Electronic Version v1.1  
 Stylesheet Version v1.2

06/26/2017  
 900410868

ÉTAS ID: TM432533

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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
ACF Finco I LP		06/23/2017	<del>State</del> : DELAWARE

**RECEIVING PARTY DATA**

*Limited Partnership*

<b>Name:</b>	DCWV ACQUISITION CORPORATION
<b>Street Address:</b>	751 S. 170 E.
<b>City:</b>	PROVO
<b>State/Country:</b>	UTAH
<b>Postal Code:</b>	84606
<b>Entity Type:</b>	Corporation: DELAWARE

**PROPERTY NUMBERS Total: 30**

Property Type	Number	Word Mark
Serial Number:	85215284	DCWV HOME
Serial Number:	85181061	BLUE MOON JEWELRY
Serial Number:	85356881	LET US ACCESSORIZE YOUR LIFE!
Serial Number:	85337438	DCWV INK
Serial Number:	85613248	BLUE MOON JEWELRY
Serial Number:	85365227	MY LIFE MY WALL
Serial Number:	85365220	ONCE UPON A WALL
Serial Number:	78885883	BEAD IN STYLE
Serial Number:	78834808	BEAD SHOP
Serial Number:	78834798	BLUE MOON BEADS SHOP
Serial Number:	78759681	CREATIVITY INC.
Serial Number:	78943543	PRESSED PETALS
Serial Number:	77880274	MY LIFE MY WALL
Serial Number:	77880280	MY LIFE / MY WALL
Serial Number:	77880238	ONCE UPON A WALL
Serial Number:	77324656	BLUE MOON
Serial Number:	77281470	ONCE IN A BLUE MOON
Serial Number:	77129662	NATURAL ELEGANCE
Serial Number:	77082410	BLUE MOON B E A D S

OP: \$765.00 85215284

Property Type	Number	Word Mark
Serial Number:	77069432	BEAD BOUTIQUE
Serial Number:	76624699	BLUE MOON BEADS
Serial Number:	76556348	BLUE MOON BEADS
Serial Number:	76537658	CREATIVITY INC.
Serial Number:	76609378	BEAD IN STYLE
Serial Number:	86556803	EXPRESSIONS OF ME
Serial Number:	86060277	SHORTCUTS
Serial Number:	85977814	DOMESTIC BLISS DÉCOR
Serial Number:	85950641	STORY LOCKETS
Serial Number:	85378341	FASHION À LA CARTE
Serial Number:	85311992	DCWVDÉCOR

**CORRESPONDENCE DATA**

**Fax Number:** 8004947512

*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:** 202-370-4750

**Email:** ipteam@cogencyglobal.com

**Correspondent Name:** Joanna McCall

**Address Line 1:** 1025 Vermont Ave NW, Suite 1130

**Address Line 2:** COGENCY GLOBAL INC.

**Address Line 4:** Washington, D.C. 20005

<b>ATTORNEY DOCKET NUMBER:</b>	F171006
<b>NAME OF SUBMITTER:</b>	Robin Dunn
<b>SIGNATURE:</b>	/Robin Dunn/
<b>DATE SIGNED:</b>	06/26/2017

**Total Attachments: 5**

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RELEASE OF SECURITY INTEREST  
IN TRADEMARKS

Dated as of June 23, 2017

DCWV Acquisition Corporation., a Delaware corporation (“Grantor”), whose address is 751 S. 170 E. Provo, Utah 84606, executed a Trademark Security Agreement dated as of June 30, 2016, in favor of ACF Finco I LP, a Delaware limited partnership (“Lender”), whose address is 580 White Plains Road, Suite 610, Tarrytown, New York 10591 (as amended from time to time, the “Agreement”), which was recorded on July 14, 2016 at Reel/Frame 5834/0826 in the United States Patent and Trademark Office.

In connection with the sale of certain of its assets, Grantor has requested Lender release its security interest in and to all of Grantor’s right, title and interest in the trademarks and trademark applications set forth on Exhibit A (the “Released Trademarks”):

For good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Lender hereby releases and discharges fully its security interest in and to, and all of Lender’s right, title and interest in and to, the Released Trademarks, without representation or warranty of any kind, express or implied, free and clear of any claims by Lender.

The Grantor hereby acknowledges and agrees that it does not have any right, title or interest in and to the Released Trademarks.

*[Signature Pages Follow]*

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For good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Lender hereby releases and discharges fully its security interest in and to, and all of Lender's right, title and interest in and to, the Released Trademarks, without representation or warranty of any kind, express or implied, free and clear of any claims by Lender.

The Grantor hereby acknowledges and agrees that it does not have any right, title or interest in and to the Released Trademarks.

IN WITNESS WHEREOF, Grantor and Lender have executed this Release of Security Interest in Trademarks as of the date first written above.

DCWV Acquisition Corporation., a Delaware corporation

ACF Finco I LP

By: Thomas Reed

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

Name: Thomas Reed

Name: \_\_\_\_\_

Title: Controller

Title: \_\_\_\_\_

IN WITNESS WHEREOF, Grantor and Lender have executed this Release of Security Interest in Trademarks as of the date first written above.

DCWV Acquisition Corporation., a Delaware corporation

ACF Finco I LP

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_


By:   
Name: Oleh Belyupak  
Title: Vice President

Exhibit A  
Released Trademarks

Mark	Registration No.	Registration or Filing Date
DCWV HOME	85215284	1/11/2011
BLUE MOON JEWELRY	85181061	7/10/2012
LET US ACCESSORIZE YOUR LIFE!	85356881	8/28/2012
DCWV INK	85337438	6/12/2012
BLUE MOON JEWELRY	85613248	5/1/2012
MY LIFE MY WALL	85365227	3/20/2012
ONCE UPON A WALL	85365220	3/20/2012
BEAD IN STYLE	78885883	2/13/2007
BEAD SHOP	78834808	9/23/2008
BLUE MOON BEADS SHOP	78834798	3/27/2007
CREATIVITY INC.	78759681	11/14/2006
PRESSED PETALS	78943543	6/24/2008
MY LIFE MY WALL	77880274	9/6/2011
MY LIFE / MY WALL	77880280	11/22/2011
ONCE UPON A WALL	77880238	9/6/2011
BLUE MOON	77324656	3/10/2009
ONCE IN A BLUE MOON	77281470	7/7/2009
NATURAL ELEGANCE	77129662	7/8/2008
BLUE MOON B E A D S	77082410	5/5/2009
BEAD BOUTIQUE	77069432	7/15/2008
BLUE MOON BEADS	76624699	2/21/2006
BLUE MOON BEADS	76556348	1/10/2006
CREATIVITY INC.	76537658	9/23/2005
BEAD IN STYLE	76609378	7/25/2006
EXPRESSIONS OF ME	86556803	3/07/2015
SHORTCUTS	86060277	9/10/2013
DOMESTIC BLISS DÉCOR	85977814	7/11/2011
STORY LOCKETS	85950641	6/04/2013
FASHION À LA CARTE	85378341	7/22/2011
DCWVDÉCOR	85311992	5/04/2011

Exhibit A  
Released Trademarks

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