

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Ultimate Acquisition Partners, L.P.		09/13/2005	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	General Electric Capital Corporation
Street Address:	201 Merritt Seven
Internal Address:	2nd Floor
City:	Norwalk
State/Country:	CONNECTICUT
Postal Code:	06856-1177
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 20**

Property Type	Number	Word Mark
Registration Number:	1421536	AUDIO KING
Registration Number:	2946802	BIG NAMES. LITTLE PRICES. GUARANTEED.
Registration Number:	2797515	EXPERIENCE MORE
Registration Number:	2923407	EXPERIENCE MORE WITHOUT PAYING MORE
Registration Number:	1896493	FAST TRAK
Registration Number:	2344610	SIMPLE SOLUTION
Registration Number:	2321456	SOUNDTRACK
Registration Number:	2930710	TRUE BLUE GUARANTEES
Registration Number:	2794953	ULTIMATE BUY
Registration Number:	2678275	ULTIMATE ELECTRONICS
Registration Number:	1949352	ULTIMATE ELECTRONICS
Registration Number:	2832192	ULTIMATE ELECTRONICS EXPRESS
Serial Number:	78427838	ELECTRONICS AMENITIES

OP \$515.00 1421536

Serial Number:	78347064	RED CARPET SERVICE
Serial Number:	78570231	TECHNOLOGY CONCIERGE
Serial Number:	78365703	THE ULTIMATE BASEMENT
Serial Number:	78208766	BIG BLUE SALE
Serial Number:	78536594	DISCOVER THE ULTIMATE EXPERIENCE
Serial Number:	78697584	INTECHXICATION
Serial Number:	78697838	TECHNOLOGIZE RESPONSIBLY

**CORRESPONDENCE DATA**

Fax Number: (404)815-6555  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 4048156500  
Email: tadmin@kilpatrickstockton.com  
Correspondent Name: William H. Brewster  
Address Line 1: 1100 Peachtree Street  
Address Line 2: Suite 2800  
Address Line 4: Atlanta, GEORGIA 30309

NAME OF SUBMITTER:	Valetta A. Northcutt
Signature:	/valetta northcutt/
Date:	09/21/2005

**Total Attachments: 22**  
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**TRADEMARK COLLATERAL  
SECURITY AND PLEDGE AGREEMENT**

This TRADEMARK COLLATERAL SECURITY AND PLEDGE AGREEMENT (this "Trademark Agreement"), dated as of September 13, 2005 is entered into by and between **ULTIMATE ACQUISITION PARTNERS, L.P.**, a Delaware limited partnership (the "Assignor"), and **GENERAL ELECTRIC CAPITAL CORPORATION**, a Delaware corporation, in its capacity as agent for the Lenders described below (in such capacity, "Agent"), in connection with the Loan Agreement described below.

**WHEREAS**, Assignor is a party to that certain Loan and Security Agreement, dated as of the date hereof (as amended, restated, supplemented or otherwise modified and in effect from time to time, the "Loan Agreement"), among Agent, the financial institutions from time to time party thereto as lenders (collectively, the "Lenders"), certain subsidiaries of Assignor from time to time party thereto as borrowers (together with Assignor, referred to herein collectively as "Borrowers");

**WHEREAS**, it is a condition precedent to the Lenders' willingness to make any loans or otherwise extend credit to the Assignor under the Loan Agreement that Assignor execute and deliver to Agent for benefit of the Lender Group and the other holders of Obligations from time to time (other than the Credit Parties), a trademark security agreement in substantially the form hereof; and

**WHEREAS**, pursuant to the Loan Agreement, Assignor has granted to Agent for benefit of the Lender Group and the other holders of Obligations from time to time (other than the Credit Parties), a security interest in certain of the Assignor's personal property and fixture assets, including without limitation the trademarks, service marks, trademark and service mark registrations, and trademark and service mark registration applications listed on Schedule A attached hereto, all to secure the payment and performance of the Obligations (as defined in the Loan Agreement); and

**WHEREAS**, this Trademark Agreement is supplemental to the provisions contained in the Loan Agreement.

**NOW, THEREFORE**, in consideration of the promises contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto hereby agree as follows:

**1. DEFINITIONS.**

Capitalized terms used herein and not otherwise defined herein shall have the respective meanings provided therefor in the Loan Agreement. In addition, the following

terms shall have the meanings set forth in this §1 or elsewhere in this Trademark Agreement referred to below:

Assignment of Marks. See §2.1.

Associated Goodwill. All goodwill of the Assignor and its business, products and services appurtenant to, associated with or symbolized by the Trademarks and the use thereof.

Code. The Uniform Commercial Code of the State of New York.

Pledged Trademarks. All of the Assignor's right, title and interest in and to all of the Trademarks, the Trademark Registrations, the Trademark License Rights, the Trademark Rights, the Associated Goodwill, the Related Assets, and all accessions to, substitutions for, replacements of, and all products and proceeds of any and all of the foregoing.

PTO. The United States Patent and Trademark Office.

Related Assets. All assets, rights and interests of the Assignor that uniquely reflect or embody the Associated Goodwill, including the following:

(a) all patents, inventions, copyrights, trade secrets, confidential information, formulae, methods or processes, compounds, recipes, know-how, methods and operating systems, drawings, descriptions, formulations, manufacturing and production and delivery procedures, quality control procedures, product and service specifications, catalogs, price lists, and advertising materials, relating to the manufacture, production, delivery, provision and sale of goods or services under or in association with any of the Trademarks; and

(b) the following documents and things in the possession or under the control of the Assignor, or subject to its demand for possession or control, related to the production, delivery, provision and sale by the Assignor, or any affiliate, franchisee, licensee or contractor, of products or services sold by or under the authority of the Assignor in connection with the Trademarks or Trademark Rights, whether prior to, on or subsequent to the date hereof:

(i) all lists, contracts, ancillary documents and other information that identify, describe or provide information with respect to any customers, dealers or distributors of the Assignor, its affiliates or franchisees or licensees or contractors, for products or services sold under or in connection with the Trademarks or Trademark Rights, including all lists and documents containing information regarding each customer's, dealer's or distributor's name and address, credit, payment, discount, delivery and other sale terms, and history, pattern and total of purchases by brand, product, style, size and quantity;

(ii) all agreements (including franchise agreements), product and service specification documents and operating, production and quality control manuals relating to or used in the design, manufacture, production, delivery, provision and sale of products or services under or in connection with the Trademarks or Trademark Rights;

(iii) all documents and agreements relating to the identity and locations of all sources of supply, all terms of purchase and delivery, for all materials, components, raw materials and other supplies and services used in the manufacture, production, provision, delivery and sale of products or services under or in connection with the Trademarks or Trademark Rights; and

(iv) all agreements and documents constituting or concerning the present or future, current or proposed advertising and promotion by the Assignor (or any of its affiliates, franchisees, licensees or contractors) of products or services sold under or in connection with the Trademarks or Trademark Rights.

Trademark Agreement. This Trademark Collateral Security and Pledge Agreement, as amended and in effect from time to time.

Trademark License Rights. Any and all past, present or future rights and interests of the Assignor pursuant to any and all past, present and future franchising or licensing agreements in favor of the Assignor, or to which the Assignor is a party, pertaining to any Trademarks, Trademark Registrations, or Trademark Rights owned or used by third parties in the past, present or future, including the right (but not the obligation) in the name of the Assignor or Agent to enforce, and sue and recover for, any breach or violation of any such agreement to which the Assignor is a party.

Trademark Registrations. All past, present or future federal, state, local and foreign registrations of the Trademarks, all past, present and future applications for any such registrations (and any such registrations thereof upon approval of such applications), together with the right (but not the obligation) to apply for such registrations (and prosecute such applications) in the name of the Assignor or Agent, and to take any and all actions necessary or appropriate to maintain such registrations in effect and renew and extend such registrations.

Trademark Rights. Any and all past, present or future rights in, to and associated with the Trademarks throughout the world, whether arising under federal law, state law, common law, foreign law or otherwise, including the following: all such rights arising out of or associated with the Trademark Registrations; the right (but not the obligation) to register claims under any state, federal or foreign trademark law or regulation; the right (but not the obligation) to sue or bring opposition or cancellation proceedings in the name of the Assignor or Agent any and all past, present and future infringements or dilution of or any other damages or injury to the Trademarks, the Trademark Rights, or the

Associated Goodwill, and the rights to damages or profits due or accrued arising out of or in connection with any such past, present or future infringement, dilution, damage or injury; and the Trademark License Rights.

Trademarks. All of the trademarks, service marks, designs, logos, indicia, trade names, corporate names, company names, business names, fictitious business names, trade styles, elements of package or trade dress, and other source and product or service identifiers, used or associated with or appurtenant to the products, services and businesses of the Assignor, that (i) are set forth on Schedule A hereto, or (ii) have been adopted, acquired, owned, held or used by the Assignor or are now owned, held or used by the Assignor, in the Assignor's business, or with the Assignor's products and services, or in which the Assignor has any right, title or interest, or (iii) are in the future adopted, acquired, owned, held and used by the Assignor in the Assignor's business or with the Assignor's products and services, or in which the Assignor in the future acquires any right, title or interest. To the extent that "Trademark" refers to a third party trademark used or licensed by Assignor, it shall mean Assignor's license rights in such trademark, and not the underlying third party trademark itself.

use. With respect to any Trademark, all uses of such Trademark by, for or in connection with the Assignor or its business or for the direct or indirect benefit of the Assignor or its business, including all such uses by the Assignor itself, by any of the affiliates of the Assignor, or by any franchisee, licensee or contractor of the Assignor.

Unless otherwise provided herein, the rules of interpretation set forth in Section 1 of the Loan Agreement shall be applicable to this Trademark Agreement.

## **2. GRANT OF LOAN INTEREST.**

**2.1. Security Interest; Assignment of Marks.** As collateral security for the payment and performance in full of all of the Obligations (as defined in the Loan Agreement), the Assignor hereby unconditionally grants to Agent for the benefit of the Lender Group and the other holders of Obligations from time to time (other than the Credit Parties), a continuing security interest in and first priority lien on the Pledged Trademarks, and pledges and mortgages (but does not transfer title to) the Pledged Trademarks to Agent. In addition, the Assignor has executed in blank and delivered to Agent an assignment of federally registered trademarks in substantially the form of Exhibit 1 hereto (the "Assignment of Marks"). The Assignor hereby authorizes Agent to complete as assignee and record with the PTO the Assignment of Marks upon the occurrence and during the continuance of an Event of Default and the proper exercise of Agent's remedies under this Trademark Agreement, the Loan Agreement and the other Loan Documents.

**2.2. Supplemental to Loan Agreement.** Pursuant to the Loan Agreement, the Assignor has granted to Agent for the benefit of the Lender Group and the other holders of Obligations from time to time (other than the Credit Parties) a continuing security interest in and lien on the Collateral (including the Pledged Trademarks). The Loan

Agreement, and all rights and interests of Agent in and to the Collateral (including the Pledged Trademarks) thereunder, are hereby ratified and confirmed in all respects. In no event shall this Trademark Agreement, the grant, assignment, transfer and conveyance of the Pledged Trademarks hereunder, or the recordation of this Trademark Agreement (or any document hereunder) with the PTO, adversely affect or impair, in any way or to any extent, the Loan Agreement, the other Loan Documents, the security interest of Agent in the Collateral (including the Pledged Trademarks) pursuant to the Loan Agreement and this Trademark Agreement, the attachment and perfection of such security interest under the Code (including the security interest in the Pledged Trademarks), or any present or future rights and interests of Agent in and to the Collateral under or in connection with the Loan Agreement, the other Loan Documents, this Trademark Agreement or the Code. Any and all rights and interests of Agent in and to the Pledged Trademarks (and any and all obligations of the Assignor with respect to the Pledged Trademarks) provided herein, or arising hereunder or in connection herewith, shall only supplement and be cumulative and in addition to the rights and interests of Agent (and the obligations of the Assignor) in, to or with respect to the Collateral (including the Pledged Trademarks) provided in or arising under or in connection with the Loan Agreement and the other Loan Documents and shall not be in derogation thereof.

### **3. REPRESENTATIONS, WARRANTIES AND COVENANTS.**

The Assignor represents, warrants and covenants that: (i) Schedule A sets forth a true and complete list of all Trademarks and Trademark Registrations now owned, licensed, controlled or used by the Assignor; (ii) to the best of the Assignor's knowledge, the Trademarks and Trademark Registrations are subsisting and have not been adjudged invalid or unenforceable, in whole or in part, and there is no litigation or proceeding pending concerning the validity or enforceability of the Trademarks or Trademark Registrations; (iii) to the best of the Assignor's knowledge, each of the Trademarks and Trademark Registrations is valid and enforceable; (iv) to the best of the Assignor's knowledge, there is no infringement by others of the Trademarks, Trademark Registrations or Trademark Rights; (v) no claim has been made that the use of any of the Trademarks does or may violate the rights of any third person, and to the best of the Assignor's knowledge, there is no infringement by the Assignor of the trademark rights of others; (vi) the Assignor is the sole and exclusive owner of the entire and unencumbered right, title and interest in and to each of the Trademarks (other than ownership and other rights reserved by third party owners with respect to Trademarks that the Assignor is licensed to use), free and clear of any liens, charges, encumbrances and adverse claims, including pledges, assignments, licenses, registered user agreements and covenants by the Assignor not to sue third persons, other than the security interest and assignment created by the Loan Agreement and this Trademark Agreement; (vii) the Assignor has the unqualified right to enter into this Trademark Agreement and to perform its terms and has entered and will enter into written agreements with each of its present and future employees, agents, consultants, licensors and licensees that will enable them to comply with the covenants herein contained; (viii) the Assignor has used, and will continue to use, proper statutory and other appropriate proprietary notices in connection with its use of the Trademarks; (ix) the Assignor has used, and will continue to use for

the duration of this Trademark Agreement, consistent standards of quality in its manufacture and provision of products and services sold or provided under the Trademarks; (x) this Trademark Agreement, together with the security interest granted pursuant to Section 4.1 of the Loan Agreement, will create in favor of Agent for the benefit of the Lender Group and the other holders of Obligations from time to time (other than the Credit Parties) a valid and perfected first priority security interest in the Pledged Trademarks upon making the filings referred to in clause (xi) of this §3; and (xi) except for the filing of financing statements with the proper filing office in the Assignor's jurisdiction of incorporation or organization under the Code and the recording of this Trademark Agreement with the PTO, no authorization, approval or other action by, and no notice to or filing with, any governmental or regulatory authority, agency or office is required either (A) for the grant by the Assignor or the effectiveness of the security interest and assignment granted hereby or for the execution, delivery and performance of this Trademark Agreement by the Assignor, or (B) for the perfection of or the exercise by Agent of any of its rights and remedies hereunder.

#### **4. INSPECTION RIGHTS.**

The Assignor hereby grants to Agent and its employees and agents the right to visit the Assignor's plants and facilities that manufacture, inspect or store products sold under any of the Trademarks, and to inspect the products and quality control records relating thereto at reasonable times during regular business hours.

#### **5. NO TRANSFER OR INCONSISTENT AGREEMENTS.**

Without Agent's prior written consent and except for the licensing of intellectual property in connection with the franchise agreements, no Assignor will (i) mortgage, pledge, assign, encumber, grant a security interest in, transfer, license or alienate any of the Pledged Trademarks other than Permitted Liens, or (ii) enter into any agreement (for example, a license agreement) that is inconsistent with the Assignor's obligations under this Trademark Agreement or any other Loan Document.

#### **6. AFTER-ACQUIRED TRADEMARKS, ETC.**

**6.1. After-acquired Trademarks.** If, before the Obligations shall have been finally paid and satisfied in full, the Assignor shall obtain any right, title or interest in or to any other or new Trademarks, Trademark Registrations or Trademark Rights, the provisions of this Trademark Agreement shall automatically apply thereto and the Assignor shall promptly provide to Agent notice thereof in writing and execute and deliver to Agent such documents or instruments as Agent may reasonably request further to implement, preserve or evidence Agent's interest therein.

**6.2. Amendment to Schedule.** The Assignor authorizes Agent to modify this Trademark Agreement and the Assignment of Marks, without the necessity of the Assignor's further approval or signature, by amending Exhibit A hereto and the Annex to the Assignment of Marks to include any future or other Trademarks, Trademark Registrations or Trademark Rights under §2 or §6.



## **7. TRADEMARK PROSECUTION.**

**7.1. Assignor Responsible.** The Assignor shall assume full and complete responsibility for the prosecution, defense, enforcement or any other necessary or desirable actions in connection with the Pledged Trademarks, and shall hold Agent and Lender Group harmless from any and all costs, damages, liabilities and expenses that may be incurred by Agent in connection with Agent's security interest in the Pledged Trademarks or any other action or failure to act in connection with this Trademark Agreement or the transactions contemplated hereby. In respect of such responsibility, the Assignor shall retain trademark counsel acceptable to Agent.

**7.2. Assignor's Duties, etc.** The Assignor shall have the right and the duty, through trademark counsel acceptable to Agent, to prosecute diligently any trademark registration applications of the Trademarks pending as of the date of this Trademark Agreement or thereafter, to preserve and maintain all rights in the Trademarks and Trademark Registrations, including the filing of appropriate renewal applications and other instruments to maintain in effect the Trademark Registrations and the payment when due of all registration renewal fees and other fees, taxes and other expenses that shall be incurred or that shall accrue with respect to any of the Trademarks or Trademark Registrations. Any expenses incurred in connection with such applications and actions shall be borne by the Assignor. The Assignor shall not abandon any filed trademark registration application, or any Trademark Registration or Trademark, without the consent of Agent, which consent shall not be unreasonably withheld.

**7.3. Assignor's Enforcement Rights.** The Assignor shall have the right and the duty to bring suit or other action in the Assignor's own name to maintain and enforce the Trademarks, the Trademark Registrations and the Trademark Rights. The Assignor may require Agent to join in such suit or action as necessary to assure the Assignor's ability to bring and maintain any such suit or action in any proper forum if (but only if) Agent is completely satisfied that such joinder will not subject Agent, the Lender Group or any other holder of the Obligations to any risk of liability. The Assignor shall promptly, upon demand, reimburse and indemnify Agent, Lenders and all other holders of the Obligations for all damages, costs and expenses, including legal fees, incurred by Agent pursuant to this §7.3.

**7.4. Protection of Trademarks, etc.** In general, the Assignor shall take any and all such actions (including institution and maintenance of suits, proceedings or actions) as may be necessary or appropriate to properly maintain, protect, preserve, care for and enforce the Pledged Trademarks. The Assignor shall not take or fail to take any action, nor permit any action to be taken or not taken by others under its control, that would adversely affect the validity, grant or enforcement of the Pledged Trademarks.

**7.5. Notification by Assignor.** Promptly upon obtaining knowledge thereof, the Assignor will notify Agent in writing of the institution of, or any final adverse determination in, any proceeding in the PTO or any similar office or agency of the United States or any foreign country, or any court, regarding the validity of any of the

Trademarks or Trademark Registrations or the Assignor's rights, title or interests in and to the Pledged Trademarks, and of any event that does or reasonably could materially adversely affect the value of any of the Pledged Trademarks, the ability of the Assignor or Agent to dispose of any of the Pledged Trademarks or the rights and remedies of Agent in relation thereto (including but not limited to the levy of any legal process against any of the Pledged Trademarks).

#### **8. REMEDIES.**

Upon the occurrence and during the continuance of an Event of Default, the Agent shall have, in addition to all other rights and remedies given it by this Trademark Agreement (including, without limitation, those set forth in §2.2), the Loan Agreement and the other Loan Documents, those allowed by law and the rights and remedies of a secured party under the Code, and, without limiting the generality of the foregoing, the Agent may immediately, without demand of performance and without other notice (except as set forth next below or in the Loan Agreement or as required by law) or demand whatsoever to the Assignor, all of which are hereby expressly waived, sell or license at public or private sale or otherwise realize upon the whole or from time to time any part of the Pledged Trademarks, or any interest that the Assignor may have therein, and after deducting from the proceeds of sale or other disposition of the Pledged Trademarks all expenses incurred by Agent in attempting to enforce this Trademark Agreement (including all reasonable expenses for broker's fees and legal services), shall apply the residue of such proceeds toward the payment of the Obligations in the manner provided in Section 2.3(e) of the Loan Agreement. Notice of any sale, license or other disposition of the Pledged Trademarks shall be given to the Assignor at least five (5) days before the time that any intended public sale or other public disposition of the Pledged Trademarks is to be made or after which any private sale or other private disposition of the Pledged Trademarks may be made, which the Assignor hereby agrees shall be reasonable notice of such public or private sale or other disposition. At any such sale or other disposition, Agent may, to the extent permitted under applicable law, purchase or license the whole or any part of the Pledged Trademarks or interests therein sold, licensed or otherwise disposed of.

#### **9. COLLATERAL PROTECTION.**

If the Assignor shall fail to do any act that it has covenanted to do hereunder, or if any representation or warranty of the Assignor shall be breached, Agent, in its own name or that of the Assignor (in the sole discretion of Agent), may (but shall not be obligated to) do such act or remedy such breach (or cause such act to be done or such breach to be remedied), and the Assignor agrees promptly to reimburse Agent for any cost or expense incurred by Agent in so doing.

#### **10. POWER OF ATTORNEY.**

If any Event of Default shall have occurred and be continuing, the Assignor does hereby make, constitute and appoint Agent (and any officer or agent of Agent as Agent

may select in its exclusive discretion) as the Assignor's true and lawful attorney-in-fact, with full power of substitution and with the power to endorse the Assignor's name on all applications, documents, papers and instruments necessary for Agent to use the Pledged Trademarks, or to grant or issue any exclusive or nonexclusive license of any of the Pledged Trademarks to any third person, or to take any and all actions necessary for Agent to assign, pledge, convey or otherwise transfer title in or dispose of any of the Pledged Trademarks or any interest of the Assignor therein to any third person, and, in general, to execute and deliver any instruments or documents and do all other acts that the Assignor is obligated to execute and do hereunder. The Assignor hereby ratifies all that such attorney shall lawfully do or cause to be done by virtue hereof and releases Agent from any claims, liabilities, causes of action or demands arising out of or in connection with any action taken or omitted to be taken by Agent under this power of attorney (except for Agent's gross negligence or willful misconduct). This power of attorney is coupled with an interest and shall be irrevocable for the duration of this Trademark Agreement.

#### **11. FURTHER ASSURANCES.**

The Assignor shall, at any time and from time to time, and at its expense, make, execute, acknowledge and deliver, and file and record as necessary or appropriate with governmental or regulatory authorities, agencies or offices, such agreements, assignments, documents and instruments, and do such other and further acts and things (including, without limitation, obtaining consents of third parties), as Agent may request or as may be necessary or appropriate in order to implement and effect fully the intentions, purposes and provisions of this Trademark Agreement, or to assure and confirm to Agent the grant, perfection and priority of Agent's security interest in the Pledged Trademarks.

#### **12. TERMINATION.**

At such time as all of the Obligations have been finally paid and satisfied in full, this Trademark Agreement shall terminate and Agent shall, upon the written request and at the expense of the Assignor, execute and deliver to the Assignor all deeds, assignments, conditional assignments and other instruments as may be necessary or proper to release its security interests and reassign and reconvey to and re-vest in the Assignor the entire right, title and interest to the Pledged Trademarks previously granted, assigned, transferred and conveyed to Agent by the Assignor pursuant to this Trademark Agreement, as fully as if this Trademark Agreement had not been made, subject to any disposition of all or any part thereof that may have been made by Agent pursuant hereto or the other Loan Documents.

#### **13. COURSE OF DEALING.**

No course of dealing between the Assignor and Agent, nor any failure to exercise, nor any delay in exercising, on the part of Agent, any other member of the Lender Group or any other holder of the Obligations, any right, power or privilege hereunder or under

any of the Loan Documents or any of the Other Credit Documents or any other agreement shall operate as a waiver thereof; nor shall any single or partial exercise of any right, power or privilege hereunder or thereunder preclude any other or further exercise thereof or the exercise of any other right, power or privilege.

**14. EXPENSES.**

Any and all fees, costs and expenses, of whatever kind or nature, including the reasonable attorneys' fees and expenses incurred by Agent in connection with the preparation of this Trademark Agreement and all other documents relating hereto, the consummation of the transactions contemplated hereby or the enforcement hereof, the filing or recording of any documents (including all taxes in connection therewith) in public offices, the payment or discharge of any taxes, counsel fees, maintenance or renewal fees, encumbrances, or otherwise protecting, maintaining or preserving the Pledged Trademarks, or in defending or prosecuting any actions or proceedings arising out of or related to the Pledged Trademarks, shall be borne and paid by the Assignor.

**15. OVERDUE AMOUNTS.**

Until paid, all amounts due and payable by the Assignor hereunder shall be a debt secured by the Pledged Trademarks and other Collateral and shall bear, whether before or after judgment, interest at the rate of interest for overdue principal set forth in the Loan Agreement.

**16. NO ASSUMPTION OF LIABILITY; INDEMNIFICATION.**

**NOTWITHSTANDING ANYTHING TO THE CONTRARY CONTAINED HEREIN, NONE OF AGENT, ANY LENDER OR ANY OTHER HOLDER OF THE OBLIGATIONS (OTHER THAN THE CREDIT PARTIES) ASSUME ANY LIABILITIES OF THE ASSIGNOR WITH RESPECT TO ANY CLAIM OR CLAIMS REGARDING THE ASSIGNOR'S OWNERSHIP OR PURPORTED OWNERSHIP OF, OR RIGHTS OR PURPORTED RIGHTS ARISING FROM, ANY OF THE PLEDGED TRADEMARKS OR ANY USE, LICENSE OR SUBLICENSE THEREOF, WHETHER ARISING OUT OF ANY PAST, CURRENT OR FUTURE EVENT, CIRCUMSTANCE, ACT OR OMISSION OR OTHERWISE. ALL OF SUCH LIABILITIES SHALL BE EXCLUSIVELY THE RESPONSIBILITY OF THE ASSIGNOR, AND THE ASSIGNOR SHALL INDEMNIFY AGENT, LENDERS AND EACH OTHER HOLDER OF THE OBLIGATIONS FOR ANY AND ALL COSTS, EXPENSES, DAMAGES AND CLAIMS, INCLUDING LEGAL FEES, INCURRED BY THE LENDER WITH RESPECT TO SUCH LIABILITIES.**

**17. NOTICES.**

All notices and other communications made or required to be given pursuant to this Trademark Agreement shall be made as set forth in the Loan Agreement.

**18. AMENDMENT AND WAIVER.**

This Trademark Agreement is subject to modification only by a writing signed by Agent and the Assignor, except as provided in §6.2. Agent shall not be deemed to have waived any right hereunder unless such waiver shall be in writing and signed by Agent. A waiver on any one occasion shall not be construed as a bar to or waiver of any right on any future occasion.

**19. GOVERNING LAW; CONSENT TO JURISDICTION.**

**THIS TRADEMARK AGREEMENT SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK (EXCLUDING THE LAWS APPLICABLE TO CONFLICTS OR CHOICE OF LAW).** The Assignor agrees that any suit for the enforcement of this Trademark Agreement may be brought in the courts of the State of New York or any federal court sitting therein and consents to the non-exclusive jurisdiction of such court and to service of process in any such suit being made upon the Assignor by mail in accordance with §17. The Assignor hereby waives any objection that it may now or hereafter have to the venue of any such suit or any such court or that such suit is brought in an inconvenient court.

**20. WAIVER OF JURY TRIAL.**

**THE ASSIGNOR WAIVES ITS RIGHT TO A JURY TRIAL WITH RESPECT TO ANY ACTION OR CLAIM ARISING OUT OF ANY DISPUTE IN CONNECTION WITH THIS TRADEMARK AGREEMENT, ANY RIGHTS OR OBLIGATIONS HEREUNDER OR THE PERFORMANCE OF ANY SUCH RIGHTS OR OBLIGATIONS.** Except as prohibited by law, the Assignor waives any right which it may have to claim or recover in any litigation referred to in the preceding sentence any special, exemplary, punitive or consequential damages or any damages other than, or in addition to, actual damages. The Assignor (i) certifies that none of Agent, any Lender or any other holder of the Obligations, nor any representative, agent or attorney thereof, has represented, expressly or otherwise, that Agent, such Lender, or such holder would not, in the event of litigation, seek to enforce the foregoing waivers, and (ii) acknowledges that, in entering into the Loan Agreement and the other Loan Documents to which it is a party, Agent is relying upon, among other things, the waivers and certifications contained in this §20.

**21. MISCELLANEOUS.**

The headings of each section of this Trademark Agreement are for convenience only and shall not define or limit the provisions thereof. This Trademark Agreement and all rights and obligations hereunder shall be binding upon the Assignor and its respective successors and assigns, and shall inure to the benefit of Agent and its respective successors and assigns. In the event of any irreconcilable conflict between the provisions of this Trademark Agreement and the Loan Agreement, the provisions of the Loan Agreement shall control. If any term of this Trademark Agreement shall be held to be


invalid, illegal or unenforceable, the validity of all other terms hereof shall in no way be affected thereby, and this Trademark Agreement shall be construed and be enforceable as if such invalid, illegal or unenforceable term had not been included herein. The Assignor acknowledges receipt of a copy of this Trademark Agreement.

*[Remainder of Page Intentionally Left Blank]*

**IN WITNESS WHEREOF**, this Trademark Collateral Security and Pledge Agreement has been executed as of the day and year first above written.


**ULTIMATE ACQUISITION  
PARTNERS, L.P.**

**By: Ultimate Acquisition LLC,  
its General Partner**

By:   
Name: Mark J. Wattles  
Title: President and Treasurer

[Signature Page to Trademark Collateral Security and Pledge Agreement]

**GENERAL ELECTRIC CAPITAL  
CORPORATION, as Agent**

By:   
Name: Todd Gronski  
Title: Its Duly Authorized Signatory



CERTIFICATE OF ACKNOWLEDGMENT

COMMONWEALTH OR STATE OF Oregon )  
COUNTY OF Clackamas ) ss.

On this 9<sup>th</sup> day of September \_\_, 2005, before me, the undersigned notary public, personally appeared Mark J. Wattles, proved to me through satisfactory evidence of identification, which were Personally Known, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he signed it voluntarily for its stated purpose (as President and Treasurer for Ultimate Acquisition, LLC, as General Partner on behalf of Ultimate Acquisition Partners, L.P., a Delaware limited partnership).

Karen L Thorsfeldt  
(official signature of notary)

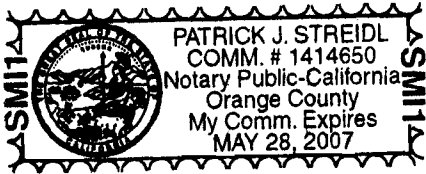
My commission expires:

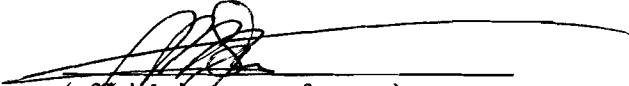


CERTIFICATE OF ACKNOWLEDGMENT

COMMONWEALTH OR STATE OF CA )  
 ) ss.  
COUNTY OF Orange )

On this 19<sup>th</sup> day of September, 2005, before me, the undersigned notary public, personally appeared Todd Gronski, proved to me through satisfactory evidence of identification, which were CA Driver's License, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he signed it voluntarily for its stated purpose (as Duly Authorized Signatory for General Electric Capital Corporation, a Delaware corporation).



  
(official signature of notary)

My commission expires: 5/28/2007

**SCHEDULE A**

**Trademarks and Trademark Registrations**

Trademark or <u>Service Mark</u>	Registrations -- United States Patent and Trademark Office	
	<u>Registration No.</u>	<u>Registration Date</u>
AUDIO KING	1,421,536	12/16/1986
BIG NAMES. LITTLE PRICES. GUARANTEED.	2,946,802	05/03/2005
EXPERIENCE MORE	2,797,515	12/23/2003
EXPERIENCE MORE WITHOUT PAYING MORE	2,923,407	02/01/2005
FAST TRAK	1,896,493	05/30/1995 05/30/2005
SIMPLE SOLUTION	2,344,610	04/25/2000
SOUNDTRACK	2,321,456	02/22/2000
TRUE BLUE GUARANTEES	2,930,710	03/08/2005
Ultimate Buy (stylized)	2,794,953	12/16/2003
ULTIMATE ELECTRONICS	2,678,275	01/21/2003
ULTIMATE ELECTRONICS (stylized)	1,949,352	01/16/1996
ULTIMATE ELECTRONICS EXPRESS	2,832,192	04/13/2004

Trademark or <u>Service Mark</u>	Pending Applications -- United States Patent and Trademark Office	
	<u>Serial No.</u>	<u>Filing Date</u>
ELECTRONIC AMENITIES	78/427,838	06/01/2004
RED CARPET SERVICE	78/347,064	12/31/2003
TECHNOLOGY CONCIERGE	78/570,231	02/18/2005
THE ULTIMATE BASEMENT	78/365,703	02/10/2004
BIG BLUE SALE	78/208,766	01/30/2003
DISCOVER THE ULTIMATE EXPERIENCE	78/536,594	12/21/2004
INTECHXICATION	78/697,584	08/22/2005
TECHNOLOGIZE RESPONSIBLY	78/697,838	08/22/2005

**EXHIBIT A**

**ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS (U.S.)**

WHEREAS, ULTIMATE ACQUISITION PARTNERS, L.P. a limited partnership organized and existing under the laws of Delaware, having a place of business at \_\_\_\_\_ (the "Assignor"), has adopted and used and is using the trademarks and service marks (the "Marks") identified on the Annex hereto, and is the owner of the registrations of and pending registration applications for such Marks in the United States Patent and Trademark Office identified on such Annex; and

WHEREAS, \_\_\_\_\_, having a place of business at \_\_\_\_\_ (the "Assignee"), is desirous of acquiring the Marks and the registrations thereof and registration applications therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign, sell and transfer unto the Assignee all right, title and interest in and to the Marks, together with (i) the registrations of and registration applications for the Marks, (ii) the goodwill of the business symbolized by and associated with the Marks and the registrations thereof, and (iii) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or the registrations thereof or such associated goodwill.

*[Remainder of Page Intentionally Left Blank]*

**IN WITNESS WHEREOF**, the Assignor, by its duly authorized officer, has executed this assignment, on this \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

**ULTIMATE ACQUISITION PARTNERS,  
L.P.**

**By: Ultimate Acquisition LLC,  
its General Partner**

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

The foregoing assignment of the Marks and the registrations thereof and registration applications therefor by the Assignor to the Assignee is hereby accepted as of the \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_

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

Name:

Title:

CERTIFICATE OF ACKNOWLEDGMENT

COMMONWEALTH OR STATE OF \_\_\_\_\_ )  
 ) ss.  
COUNTY OF \_\_\_\_\_ )

On this \_\_\_\_ day of \_\_\_\_\_, 20\_\_, before me, the undersigned notary public, personally appeared \_\_\_\_\_, proved to me through satisfactory evidence of identification, which were \_\_\_\_\_, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that (he)(she) signed it voluntarily for its stated purpose (as \_\_\_\_\_ for \_\_\_\_\_, a \_\_\_\_\_).

\_\_\_\_\_  
(official signature of notary)

My commission expires:

ANNEX

Trademark  
or  
Service Mark

Registrations --  
United States Patent and Trademark Office  
Registration No.                      Registration Date

Trademark  
or  
Service Mark

Pending Applications --  
United States Patent and Trademark Office  
Serial No.                              Filing Date