

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																																										
NATURE OF CONVEYANCE:	SECURITY INTEREST																																										
CONVEYING PARTY DATA																																											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td style="padding: 5px;">IDEAL MEDIA, LLC</td> <td style="padding: 5px;"></td> <td style="padding: 5px;">09/26/2005</td> <td style="padding: 5px;">Limited Liability Company: DELAWARE</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	IDEAL MEDIA, LLC		09/26/2005	Limited Liability Company: DELAWARE																																			
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RECEIVING PARTY DATA																																											
Name:	Wells Fargo Bank, N.A., as administrative agent																																										
Street Address:	Sixth & Marquette																																										
Internal Address:	MAC N9305-072																																										
City:	Minneapolis																																										
State/Country:	MINNESOTA																																										
Postal Code:	55479																																										
Entity Type:	National Banking Association: UNITED STATES																																										
PROPERTY NUMBERS Total: 14																																											
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CH \$365.00 1018820

900033370

TRADEMARK
REEL: 003170 FRAME: 0775

Registration Number:

2775774

THE BEVERAGE FORUM

CORRESPONDENCE DATA

Fax Number: (916)329-4900

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 213-629-2020

Email: lpartmann@orrick.com

Correspondent Name: Christine Tognoli

Address Line 1: 777 South Figueroa Street

Address Line 2: Suite 3200

Address Line 4: Los Angeles, CALIFORNIA 94103

ATTORNEY DOCKET NUMBER:

1696-376/1640

NAME OF SUBMITTER:

Christine Tognoli

Signature:

/Christine Tognoli/

Date:

10/05/2005

Total Attachments: 6

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GRANT OF SECURITY INTEREST

TRADEMARKS

THIS GRANT OF SECURITY INTEREST, dated as of September 26, 2005, is executed by IDEAL MEDIA, LLC (the "Grantor"), in favor of WELLS FARGO BANK, NATIONAL ASSOCIATION, as the Administrative Agent (in such capacity, the "Administrative Agent") for the financial institutions which are from time to time parties to the Credit Agreement referred to in Recital A below (collectively, the "Lenders").

A. Pursuant to that certain Credit Agreement, dated as of September 26, 2005 (as amended, supplemented or otherwise modified from time to time, the "Credit Agreement"), among the Grantor, RedCoat Publishing, LLC, Schofield Media Group, LLC, Schofield Media Limited, Ideal Media Group, LLC, the Lenders and Administrative Agent, the Lenders have agreed to extend loans and other financial accommodations to the Grantor upon the terms and subject to the conditions set forth therein.

B. The Grantor has adopted, used and is using the trademarks, more particularly described on Schedules 1-A and 1-B annexed hereto and made a part hereof, which trademarks are registered or subject to an application for registration in the United States Patent and Trademark Office (collectively, the "Trademarks").

C. The Grantor and other entities party thereto from time to time have entered into a Security Agreement (Intellectual Property) dated as of September 26, 2005 (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement") in favor of the Administrative Agent (for the ratable benefit of the Administrative Agent and the Lenders).

D. Pursuant to the Security Agreement, the Grantor has granted to the Administrative Agent (for the ratable benefit of the Administrative Agent and the Lenders) a security interest in all right, title and interest of the Grantor in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the customer lists and records related to the Trademarks and the applications and registrations thereof, and all proceeds thereof, including any and all causes of action which may exist by reason of infringement thereof (the "Collateral"), to secure the payment, performance and observance of the Secured Obligations, as defined in the Security Agreement.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Grantor does hereby further grant to the Administrative Agent a security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Administrative Agent with respect to the security interest in the Collateral granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

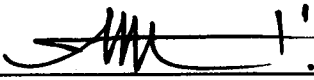
The Administrative Agent's address is:

Wells Fargo Bank, National Association
MAC N9305-072
Sixth & Marquette
Minneapolis, MN 55479
Attention: Kristine Netjes
Vice President
Tel. No. (612) 667-4203
Fax No. (612) 667-0505

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IN WITNESS WHEREOF, the Grantor has caused this Grant of Security Interest to be executed as of the day and year first above written.

IDEAL MEDIA, LLC

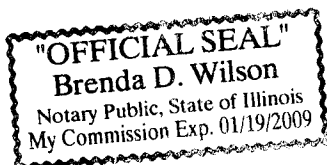
By: 
Name: Andrew J. Schofield
Title: Chief Executive Officer

Grant of Security Interest (Trademarks)

TRADEMARK
REEL: 003170 FRAME: 0779

ALL-PURPOSE ACKNOWLEDGMENTSTATE OF ILLINOISCOUNTY OF COOK)))
SS.On _____, before me, BRENDA D. WILSON,
Date Name and Title of Officer (e.g. "Jane Doe, Notary Public")personally appeared _____,
Name of Signer(s)

- ☐ personally known to me – OR – ☒ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Brenda D. Wilson
Signature of Notary Public**OPTIONAL**

Though the data below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent reattachment of this form.

CAPACITY(IES) CLAIMED BY SIGNER(S)

- ☐ Individual
☐ Corporate Officer

Title(s)

- ☐ Partner(s) ☐ Limited
☐ Attorney-In-Fact ☐ General
☐ Trustee(s)
☐ Guardian/Conservator
☐ Other: _____

Signer is Representing:
Name of Person(s) or Entity(ies)

_____**DESCRIPTION OF ATTACHED DOCUMENT**_____
Title or Type of Document_____
Number of Pages_____
Date of Document_____
Signer(s) Other Than Named Above

Grant of Security Interest (Trademarks)

TRADEMARK
REEL: 003170 FRAME: 0780

SCHEDULE 1-A TO GRANT OF SECURITY INTEREST

TRADEMARKS

See Attached

SCHEDULE 1-B TO GRANT OF SECURITY INTEREST

TRADEMARK APPLICATIONS

See Attached

<u>NAME</u>	<u>COUNTRY</u>	<u>STATUS</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
BEVERAGE WORLD	USA	Registered	1,018,820	August 26, 1975
BEVERAGE	USA	Pending	78-232,881	April 2, 2003
WORLD'S CHINA				
BEV				
FOODSERVICE	USA	Registered	1,618,689	October 23, 1990
DIRECTOR				
FOODSERVICE	USA	Registered	2,860,534	July 6, 2004
PRODUCTLINK				
GLOBAL	USA	Registered	2,304,965	December 28, 1999
BEVERAGE				
PACKAGE DESIGN				
CONFERENCE				
HANDBOOK OF	USA	Registered	1,747,067	January 19, 1993
FOODSERVICE				
DISTRIBUTION	USA	Registered	2,147,797	March 31, 1998
ID				
ID UPDATE	USA	Registered	1,724,129	October 13, 1992
INSTITUTIONAL	USA	Registered	1,458,286	September 22,
DISTRIBUTION				1987
MENUMONITOR	USA	Registered	1,632,533	January 22, 1991
RESTAURANT	USA	Registered	1,460,000	October 6, 1987
BUSINESS				
RETAIL	USA	Registered	2,481,042	August 21, 2001
MERCHANDISER				
SOFT DRINKS	USA	Registered	901,563	October 27, 1970
SCOPE				
THE BEVERAGE	USA	Registered	2,775,774	October 21, 2003
FORUM				