

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Third Amendment to Security Agmt

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PC Mall, Inc.		09/30/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Wachovia Capital Finance Corporation (Western)
Street Address:	251 South Lake Avenue
Internal Address:	Suite 900
City:	Pasadena
State/Country:	CALIFORNIA
Postal Code:	91101
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Registration Number:	1976032	CREATIVE COMPUTERS
Registration Number:	2021649	MACMALL
Registration Number:	1938926	MACMALL
Registration Number:	2247889	PC MALL
Registration Number:	2175765	PCMALL
Registration Number:	2006944	PC MALL
Registration Number:	2007047	PC MALL
Registration Number:	2660968	PC MALL
Registration Number:	2336369	PC MALL
Registration Number:	2319628	ARRIVA
Serial Number:	75620345	MALL
Registration Number:	2347743	MOBILE MALL
Registration Number:	2063494	THE MALL WITH IT ALL

CH \$440.00 1976032

Serial Number:	78292426	GVP
Registration Number:	2361713	GVP INCORPORATED NETWORK & SYSTEMS CONSULTING
Serial Number:	76556953	SLAM
Serial Number:	78383711	IPLAY MALL

CORRESPONDENCE DATA

Fax Number: (866)459-2899
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202-783-2700
Email: pagodoa@federalresearch.com
Correspondent Name: CBCInnovis dba Federal Research
Address Line 1: 1023 Fifteenth Street, NW, Suite 401
Address Line 2: attn: Penelope J.A. Agodoa
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	347536
NAME OF SUBMITTER:	Penelope J.A. Agodoa
Signature:	/pja/
Date:	12/19/2005

Total Attachments: 4
source=347536#page1.tif
source=347536#page2.tif
source=347536#page3.tif
source=347536#page4.tif

**THIRD AMENDMENT TO COLLATERAL ASSIGNMENT
OF TRADEMARKS (SECURITY AGREEMENT)**

This Third Amendment to Collateral Assignment of Trademarks (Security Agreement) (this "Amendment") is made as of September 30, 2005 by PC MALL, INC., a Delaware corporation formerly known as IdeaMall, Inc. ("Pledgor") and WACHOVIA CAPITAL FINANCE CORPORATION (WESTERN), a California corporation formerly known as Congress Financial Corporation (Western), as administrative and collateral agent for certain lenders ("Pledgee") with respect to the following facts:

A. Pledgor and Pledgee are parties to that certain Collateral Assignment of Trademarks (Security Agreement) dated March 7, 2001 and recorded with the United States Patent and Trademark Office on March 19, 2001 at Reel 002252, Frame 0800, as previously amended (the "Assignment").

B. Pledgor has acquired the trademarks and related registrations and applications set forth on Exhibit A hereto (the "New Trademarks").

C. Pledgor and Pledgee now desire to amend the Assignment to cover the New Trademarks.

NOW THEREFORE, the Assignment is hereby amended to add the New Trademarks to Exhibit A of the Assignment, and the term "Trademarks" as defined and used in the Assignment shall include the New Trademarks. In all other respects, the Assignment shall remain in full force and effect and is hereby ratified and confirmed.

PC MALL, INC.

By:  _____

Name: Ted Sanders

Its: CFO

WACHOVIA CAPITAL FINANCE
CORPORATION (WESTERN), as Agent

By: _____

Name: _____

Its: _____

**THIRD AMENDMENT TO COLLATERAL ASSIGNMENT
OF TRADEMARKS (SECURITY AGREEMENT)**

This Third Amendment to Collateral Assignment of Trademarks (Security Agreement) (this "Amendment") is made as of September 30, 2005 by PC MALL, INC., a Delaware corporation formerly known as IdeaMall, Inc. ("Pledgor") and WACHOVIA CAPITAL FINANCE CORPORATION (WESTERN), a California corporation formerly known as Congress Financial Corporation (Western), as administrative and collateral agent for certain lenders ("Pledgee") with respect to the following facts:

A. Pledgor and Pledgee are parties to that certain Collateral Assignment of Trademarks (Security Agreement) dated March 7, 2001 and recorded with the United States Patent and Trademark Office on March 19, 2001 at Reel 002252, Frame 0800, as previously amended (the "Assignment").

B. Pledgor has acquired the trademarks and related registrations and applications set forth on Exhibit A hereto (the "New Trademarks").

C. Pledgor and Pledgee now desire to amend the Assignment to cover the New Trademarks.

NOW THEREFORE, the Assignment is hereby amended to add the New Trademarks to Exhibit A of the Assignment, and the term "Trademarks" as defined and used in the Assignment shall include the New Trademarks. In all other respects, the Assignment shall remain in full force and effect and is hereby ratified and confirmed.

PC MALL, INC.

By: _____
Its: _____

WACHOVIA CAPITAL FINANCE
CORPORATION (WESTERN), as Agent

By: *[Signature]*
Its: VICE PRESIDENT

EXHIBIT A

<u>MARK</u>	<u>APPLICATION NO.</u>	<u>REGISTRATION</u>
CREATIVE COMPUTERS	74/611,097	1,976,032
MACMALL	74/610,873	2,021,649
MACMALL	74/633,988	1,938,926
PCMALL	74,603,112	2,247,889
PCMALL	75/975,457	2,175,765
PCMALL	74/603,110	2,006,944
PCMALL	74/622,499	2,007,047
PCMALL	75/096,678	2,660,968
PCMALL	75/976,962	2,336,369
ARRIVA	74/715,796	2,319,628
MALL	75/620,345	
MOBILE MALL	75/148,035	2,347,743
THE MALL WITH IT ALL	75/148,047	2,063,494
GVP (STYLIZED)	78/292,426	
GVP INCORPORATED NETWORK & SYSTEMS CONSULTING & Design	75/628,860	2,361,713
SLAM	76/556,953	
IPLAY MALL	78/383,711	

28655247.1 01913451