

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
MA Asset Acquisition, LLC		11/07/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Allied Capital Corporation		
Street Address:	1919 Pennsylvania Avenue, N.W.		
City:	Washington		
State/Country:	DISTRICT OF COLUMBIA		
Postal Code:	20006		
Entity Type:	CORPORATION: MARYLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	74154346	MULTI-AD CREATOR	
CORRESPONDENCE DATA			
Fax Number:	(704)339-3449		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	hcarpenter@rbh.com		
Correspondent Name:	Heather Carpenter		
Address Line 1:	Robinson, Bradshaw & Hinson, P.A.		
Address Line 2:	101 N. Tryon Street, Suite 1900		
Address Line 4:	Charlotte, NORTH CAROLINA 28246		
ATTORNEY DOCKET NUMBER:	12714.01055		
NAME OF SUBMITTER:	Heather Carpenter		
Signature:	/Heather Carpenter/		
Date:	11/08/2006		

OP \$40.00 74154346

Total Attachments: 3

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**GRANT OF SECURITY INTEREST
IN PATENTS AND TRADEMARKS**

WHEREAS, MA ASSET ACQUISITION, LLC (the “Pledgor”) is the owner of the trademarks and service marks listed on Schedule A attached hereto, which marks are registered or have pending registrations in the United States Patent and Trademark Office as set forth on Schedule A attached hereto (all such trademarks, service marks, registrations and applications, collectively, the “Trademarks”) and is the owner of the patents listed on Schedule A attached hereto, which patents are registered or have pending applications in the United States Patent and Trademark Office as set forth on Schedule A attached hereto (all such patents, registrations and applications, collectively, the “Patents”); and

WHEREAS, the Pledgor has entered into a Security Agreement (as amended, modified, restated or supplemented from time to time, the “Security Agreement”), dated as of November 7, 2006, in which the Pledgor has agreed with Allied Capital Corporation, as Administrative Agent (the “Administrative Agent”), with offices at 1919 Pennsylvania Avenue, N.W., Washington, D.C. 20006, to execute this Grant of Security Interest;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as security for the payment and performance of the Secured Obligations (as defined in the Security Agreement), the Pledgor does hereby grant to the Administrative Agent a security interest in all of its right, title and interest in and to the Trademarks and the Patents, and the use thereof, together with all proceeds and products thereof and the goodwill of the businesses symbolized by the Trademarks and the Patents. This Grant of Security Interest has been given in conjunction with the security interest granted to the Administrative Agent under the Security Agreement, and the provisions of this Grant of Security Interest are without prejudice to and in addition to the provisions of the Security Agreement, which are incorporated herein by this reference.

[Signatures on the following page]

MA ASSET ACQUISITION, LLC

By: 

Name: William S. Ogden

Title: Vice President

Schedule A

TRADEMARKS AND TRADEMARK APPLICATIONS

	<u>Pledgor</u>	<u>Mark</u>	<u>Application or Registration No.</u>	<u>Country</u>	<u>Issue or Filing Date</u>
1.	MA Asset Acquisition, LLC	Multi-Ad Creator	74154346	USA	April 5, 1991

PATENTS AND PATENT APPLICATIONS

None.