

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
Escalate, Inc.		08/17/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Wells Fargo Foothill, Inc.		
Street Address:	2450 Colorado Avenue, Suite 3000 West		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2678568		
Registration Number:	2543411	ESCALATE	
Registration Number:	2556893	ESCALATE	
CORRESPONDENCE DATA			
Fax Number:	(213)530-5728		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	213-891-5011		
Email:	jhawke@buchalter.com		
Correspondent Name:	Jody Hawke		
Address Line 1:	1000 Wilshire Boulevard, Suite 1500		
Address Line 4:	Los Angeles, CALIFORNIA 90017-2457		
ATTORNEY DOCKET NUMBER:	F6834-1207		
NAME OF SUBMITTER:	Jody Hawke		
Signature:	/Jody Hawke/		

CH \$90.00 2678568

Date:

11/08/2006

Total Attachments: 6

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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this "Trademark Security Agreement") is made this 17th day of August, 2006, among Grantors listed on the signature pages hereof (collectively, jointly and severally, "Grantors" and each individually "Grantor"), and WELLS FARGO FOOTHILL, INC., in its capacity as Agent for the Lender Group and the Bank Product Providers (together with its successors and assigns in such capacity, "Agent").

W I T N E S S E T H:

WHEREAS, pursuant to that certain Credit Agreement dated as of August 17, 2006 (as amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement") among Multi-Channel Intermediate Holdings, Inc., a Delaware corporation ("Parent"), and each of Parent's Subsidiaries identified on the signature pages thereof as borrowers (such Subsidiaries are referred to hereinafter individually as a "Borrower" and collectively, jointly and severally, as the "Borrowers"), the lenders party thereto as "Lenders" ("Lenders") and Agent, the Lender Group is willing to make certain financial accommodations available to Borrowers pursuant to the terms and conditions thereof; and

WHEREAS, the members of the Lender Group are willing to make the financial accommodations to Borrowers as provided for in the Credit Agreement, but only upon the condition, among others, that Grantors shall have executed and delivered to Agent, for the benefit of Lender Group and the Bank Product Providers, that certain Security Agreement dated as of August 17, 2006 (including all annexes, exhibits or schedules thereto, as from time to time amended, restated, supplemented or otherwise modified, the "Security Agreement"); and

WHEREAS, pursuant to the Security Agreement, Grantors are required to execute and deliver to Agent, for the benefit of Lender Group and the Bank Product Providers, this Trademark Security Agreement.

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Grantor hereby agrees as follows:

1. DEFINED TERMS. All capitalized terms used but not otherwise defined herein have the meanings given to them in the Security Agreement and/or the Credit Agreement.

2. GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL. Each Grantor hereby grants to Agent, for the benefit of the Lender Group and the Bank Product Providers, a continuing first priority security interest in all of such Grantor's right, title and interest in, to and under the following, whether presently existing or hereafter created or acquired (collectively, the "Trademark Collateral"):

(a) all of its Trademarks and Trademark Intellectual Property Licenses to which it is a party including those referred to on Schedule I hereto;

(b) all modifications, reissues, continuations, extensions, and renewals of the foregoing;

(c) all goodwill of the business connected with the use of, and symbolized by, each Trademark and each Trademark Intellectual Property License; and

(d) all products and proceeds of the foregoing, including, without limitation, any claim by such Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark or any Trademark licensed under any Intellectual Property License or (ii) injury to the goodwill associated with any Trademark or any Trademark licensed under any Intellectual Property License.

3. SECURITY AGREEMENT. The security interests granted pursuant to this Trademark Security Agreement are granted in conjunction with the security interests granted to Agent, for the benefit of the Lender Group and the Bank Product Providers, pursuant to the Security Agreement. Each Grantor hereby acknowledges and affirms that the rights and remedies of Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

4. AUTHORIZATION TO SUPPLEMENT. If any Grantor shall obtain rights to any new trademarks, the provisions of this Trademark Security Agreement shall automatically apply thereto. Grantors shall give prompt notice in writing to Agent with respect to any such new trademarks or renewal or extension of any trademark registration. Without limiting Grantors' obligations under this Section 4, Grantors hereby authorize Agent unilaterally to modify this Trademark Security Agreement by amending Schedule I to include any such new trademark rights of Grantors. Notwithstanding the foregoing, no failure to so modify this Trademark Security Agreement or amend Schedule I shall in any way affect, invalidate or detract from Agent's continuing security interest in all Collateral, whether or not listed on Schedule I.

5. COUNTERPARTS. This Trademark Security Agreement may be executed in any number of counterparts, each of which shall be deemed to be an original, but all such separate counterparts shall together constitute but one and the same instrument. In proving this Trademark Security Agreement or any other Loan Document in any judicial proceedings, it shall not be necessary to produce or account for more than one such counterpart signed by the party against whom such enforcement is sought. Any signatures delivered by a party by facsimile transmission or by e-mail transmission shall be deemed an original signature hereto.

[signature page follows]

IN WITNESS WHEREOF, Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

ESCALATE, INC.,
a Delaware corporation

By: 

Name: Stewart Bloom

Title: President and Chief Executive Officer

ACCEPTED AND ACKNOWLEDGED BY:

WELLS FARGO FOOTHILL, INC.,

as Agent

By: Jarissa Medvedich
Name: Jarissa Medvedich
Title: Vice President

SCHEDULE I
to
TRADEMARK SECURITY AGREEMENT

Trademark Registrations/Applications

COUNTRY	MARK	STATUS	APP/REG NO.	APP/REG DATE	RECORD OWNER
U.S.	Circles Logo (Servicemark)	Registered	2,678,568	1/21/03	Escalate, Inc.
U.S.	ESCALATE (Servicemark)	Registered	2,543,411	2/26/02	Escalate, Inc.
U.S.	ESCALATE and Circles Logo (Servicemark)	Registered	2,556,893	4/2/02	Escalate, Inc.
European Community	Circles Logo (Trademark/ Servicemark)	Registered	1,684,927	12/20/01	Escalate, Inc.
European Community	ESCALATE (Trademark/ Servicemark)	Registered	1,614,429	7/9/02	Escalate, Inc.
European Community	ESCALATE and Circles Logo (Trademark/ Servicemark)	Registered	1,685,130	10/16/01	Escalate, Inc.
France	Circles Logo (Servicemark)	Application Filed	00/3031701	5/31/00	Escalate, Inc.
France	ESCALATE (Servicemark)	Application Filed	2000 3022051	4/17/00	Escalate, Inc.
France	ESCALATE and Circles Logo (Servicemark)	Application Filed	2000 3031699	5/31/00	Escalate, Inc.
France	BLUE JUNGLE	Application Filed	2000 3041535	7/19/00	Escalate, Inc.
France	COMMERCE BY ESCALATE	Application Filed	2000 3046110	8/9/00	Escalate, Inc.
France	ESCALATE ESCALATE YOUR E- COMMERCE	Application Filed	2000 3046111	8/9/00	Escalate, Inc.
France	ESCALATE NONSTOP E- COMMERCE	Application Filed	2000 3046112	8/9/00	Escalate, Inc.
France	ESCALATE THE 1 ST E- COMMERCE	Application Filed	2000 3031702	5/31/00	Escalate, Inc.

COUNTRY	MARK	STATUS	APP/REG NO.	APP/REG DATE	RECORD OWNER
	SERVICE PROVIDER				
France	ESCALATE TO MARKET	Application Filed	2000 3027798	5/31/00	Escalate, Inc.

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RECORDED: 11/08/2006

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