

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
LaSalle Business Credit, LLC		04/11/2007	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Niche Marketing Group, Inc.
Street Address:	35 Engel Street
City:	Hicksville
State/Country:	NEW YORK
Postal Code:	11801
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	1867411	REALM
Registration Number:	2099664	REALM
Registration Number:	1975469	REALM
Registration Number:	2169749	INNER REALM
Registration Number:	1868809	
Registration Number:	2061700	
Registration Number:	2105624	

CORRESPONDENCE DATA

Fax Number: (212)246-8959
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-708-1870
 Email: lbryer@ladas.com
 Correspondent Name: Ladas & Parry LLP
 Address Line 1: 26 West 61st Street

CH \$190.00 1867411

Address Line 4: New York, NEW YORK 10023

ATTORNEY DOCKET NUMBER: NTMA 070840:753

NAME OF SUBMITTER: Lanning G. Bryer

Signature: /lgb/

Date: 05/11/2007

Total Attachments: 3
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UNITED STATES OF AMERICA

RELEASE OF SECURITY INTEREST

BE IT KNOWN that the undersigned, **LASALLE BUSINESS CREDIT, LLC**, a Delaware Limited Liability Company with its principal place of business at 135 South LaSalle Street, Chicago, Illinois 60603 ("LaSalle") is a secured party pursuant to a certain Trademark Collateral Security Agreement effective on July 31, 2003 between LaSalle and **NICHE MARKETING GROUP, INC.** ("Borrower"), a New York corporation, with its principal place of business at 35 Engel Street, Hicksville, New York 1180. This security interest was granted by Borrower to LaSalle and recorded (incorrectly as an assignment) pursuant to a Trademark Assignment of Security dated July 31, 2003 at the United States Patent and Trademark Office on August 26, 2003 at REEL 2810, FRAME 0236 (the "Security Agreement"). Now, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, LaSalle does hereby fully, completely and without reservation of any kind, discharge, release and relinquish the Borrower, its successors and assigns, for the security interest held by LaSalle insofar as it related to all of LaSalle's right, title and interest in and to the trademark applications or registrations listed on the attached Schedule A together with the goodwill associated with the trademarks.

If any term or provision of this Release is or shall become illegal, invalid or unenforceable in any jurisdiction, all other terms and provisions of this Release shall remain legal, valid and enforceable in such jurisdictions and such illegal, invalid or unenforceable provision shall be legal, valid and enforceable in any other jurisdiction.

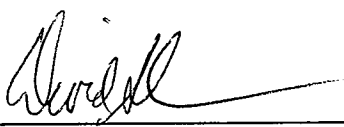
Should the Borrower so desire, LaSalle shall execute a UCC-3 Financing Statement Change and other such documents as may be appropriate releasing the collateral described above.

This Release should be governed by and construed in accordance with the laws of the State of New York.

Any amendment or modification of this Release must be made in a separate writing by LaSalle.

IN WITNESS WHEREOF, the parties hereby executed this document as of this ^{11th}
day of *April*, 2007.

LASALLE BUSINESS CREDIT, LLC

By: 

Name: David S. Oppenheimer
Title: Senior Vice President

SCHEDULE A

TRADEMARK

REGISTRATION NO.

REALM	1867411
REALM	2099664
REALM	1975469
innerREALM	2169749
Men's Bottle Device	1868809
Mens' Bottle Device	2061700
Women's Bottle Device	2105624