

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
DK Acquisition Partners, L.P.		09/21/2007	LIMITED PARTNERSHIP: NEW YORK

RECEIVING PARTY DATA

Name:	Universal Intellectual Property Holdings, Inc.
Street Address:	754 N. 4th Street
City:	Milwaukee
State/Country:	WISCONSIN
Postal Code:	53203
Entity Type:	CORPORATION: NEVADA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	3078107	PERSONAL ADVANCE
Registration Number:	3014554	IT'S WHAT YOU'VE ALWAYS WANTED
Registration Number:	3000507	UPFRONT REWARDS CREDIT GUARD
Registration Number:	2885441	UPFRONT REWARD
Registration Number:	2896459	UPFRONT REWARDS

CORRESPONDENCE DATA

Fax Number: (414)298-8097
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 414-298-8137
 Email: tadmin@reinhartlaw.com
 Correspondent Name: Kent A. Lee
 Address Line 1: 1000 North Water Street
 Address Line 2: Suite 2100
 Address Line 4: Milwaukee, WISCONSIN 53202

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NAME OF SUBMITTER:	Kent A. Lee
Signature:	/kent a. lee/
Date:	09/24/2007
Total Attachments: 2 source=DK tm release#page1.tif source=DK tm release#page2.tif	

TERMINATION AND RELEASE OF SECURITY INTERESTS

THIS TERMINATION AND RELEASE OF SECURITY INTERESTS ("Release") is made as of the 2/ day of September, 2007 ("Effective Date"), by DK Acquisition Partners, L.P., a New York Limited Partnership, as Agent for the Secured Parties ("Releaser"), in favor of Universal Intellectual Property Holdings, Inc., a Nevada corporation ("Releasee").

RECITAL

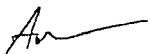
Pursuant to a Security Agreement executed December 31, 2004 ("Security Agreement"), which was recorded with the United States Patent and Trademark Office on January 4, 2005, Releaser is the grantee of a certain security interest and mortgage in certain trademarks as listed in Appendix A ("Trademarks"), which was granted to Releaser by Releasee. Releaser desires by execution of this Release to grant to Releasee a termination and release of all of its security interests in and its rights, title, and interest in and to the Trademarks.

RELEASE

Releaser hereby terminates and releases its security interest in and mortgage on all of the Trademarks, and Releaser further assigns and transfers to Releasee, without recourse, Releaser's entire rights, title, and interest in and to all of the Trademarks, which were pledged in the Security Agreement, effective as of the date set forth above.

IN WITNESS WHEREOF, this Release has been duly executed by Releaser as of the date first written above.

DK Acquisition Partners, L.P.
By: M.H. Davidson & Co., its General Partner

BY: 
Name: Avi Friedman
Title: General Partner

APPENDIX A

U.S. TRADEMARKS

MARK	SERIAL NO.	REG. NO.	REG. DATE
PERSONAL ADVANCE	76567142	3078107	04/11/2006
UPFRONT REWARDS	76571017	2896459	10/19/2004
IT'S WHAT YOU'VE ALWAYS WANTED	76582380	3014554	11/15/2005
UPFRONT REWARDS CREDIT GUARD	76610000	3000507	09/27/2005
UPFRONT REWARD	78248028	2885441	09/14/2004