

**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
Sparks Exhibits Holding Corporation		12/10/2007	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Bank of America, N.A.
Street Address:	1600 JOHN F. KENNEDY BLVD.
Internal Address:	Four Penn Center, Suite 1100
City:	Philadelphia
State/Country:	PENNSYLVANIA
Postal Code:	19103
Entity Type:	NATIONAL ASSOCIATION:

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Serial Number:	78190540	SPARKSLINK
Serial Number:	78190555	SPARKSTRACK
Serial Number:	78190558	SPARKSPORT
Serial Number:	78190564	SPARKSGAP
Serial Number:	78190575	SPARKS EXHIBITS & ENVIRONMENTS
Serial Number:	78190700	SPARKS

**CORRESPONDENCE DATA**

Fax Number: (215)568-6499  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 215-568-6400  
 Email: ptomail@volpe-koenig.com, jjo@volpe-koenig.com, LMcGuinness@volpe-koenig.com  
 Correspondent Name: John J. O'Malley  
 Address Line 1: 30 S. 17th Street, Suite 1600

OP \$165.00 78190540

Address Line 4: Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER:

SEE2-1A

NAME OF SUBMITTER:

John O'Malley

Signature:

/John J. O'Malley/

Date:

12/13/2007

**Total Attachments: 4**

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SECURITY INTEREST IN U.S. TRADEMARKS

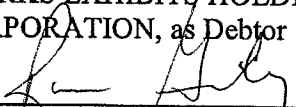
FOR GOOD AND VALUABLE CONSIDERATION, receipt and sufficiency of which are hereby acknowledged, Sparks Exhibits Holding Corporation, a Delaware corporation ("the Debtor") with a place of business at 103 Springer Building, 3411 Silverside Road, Wilmington, DE 19810 hereby grants to Bank of America, N.A. as Secured Party ("Bank of America") with principal offices at 1600 John F. Kennedy Blvd., Four Penn Center, Suite 1100, Philadelphia, PA 19103, PA7-188-11-01, a security interest in (a) all of the Debtor's right, title and interest in and to the trademarks, trademark registrations and trademark applications (the "Marks") set forth on Schedule A attached hereto, together with (b) all proceeds of the Marks, (c) the goodwill of the businesses with which the Marks are associated and (d) all causes of action arising prior to or after the date hereof for infringement of any of the Marks or unfair competition regarding the same.

THIS GRANT OF SECURITY INTEREST (this "Security Interest"), effective as of October \_\_, 2007, is made to secure the satisfactory performance and payment of all the Indebtedness of the Debtor, as such term is defined in the Security Agreement, among Debtor, the other debtors from time to time party thereto and Bank of America, dated November 29, 2006 (as amended, restated, modified and/or supplemented from time to time, the "Security Agreement").


This Security Interest has been granted in conjunction with the security interest granted to Bank of America under the Security Agreement. The rights and remedies of Bank of America with respect to the security interest granted herein are set forth in the Security Agreement, all terms and provisions of which are incorporated herein by reference. In the event that any provisions of this Security Interest are deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall govern.

IN WITNESS WHEREOF, the undersigned have executed this Security Interest as of the \_\_\_ day of October, 2007.

SPARKS EXHIBITS HOLDING CORPORATION, as Debtor

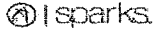
By:   
Name: ROBERT B GINSBURG  
Title: CFO

BANK OF AMERICA, N.A. as Secured Party

By:   
Name: Michael Strigel  
Title: Vice President

Schedule A

U.S. TRADEMARKS

TRADEMARK	APPLICATION NO.	REGISTRATION NO.	STATUS
SPARKSLINK	78/190,540	2,853,498	Registered
SPARKSTRACK	78/190,555	2,778,028	Registered
SPARKSPORT	78/190,558	2,806,662	Registered
SPARKSGAP	78/190,564	2,862,545	Registered
SPARKS EXHIBITS & ENVIRONMENTS	78/190,575	2,857,853	Registered
SPARKS	78/190,700	2,964,888	Registered
SPARKS & logo design 			Common law
EventRx			Common law
DRIVING BRAND PERFORMANCE			Common law



