

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
IDEAL MEDIA, LLC		01/31/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Wells Fargo Bank, N.A., as administrative agent		
Street Address:	90 South 7th Street		
Internal Address:	MAC N9305-072		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55402		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77368440	SIX SIGMA ENTREPRENEUR	
Registration Number:	3173293	CTQ MEDIA	
Registration Number:	3026350	ISIXSIGMA	
Registration Number:	2732126	ADVANCEDSURVEY	
CORRESPONDENCE DATA			
Fax Number:	(213)612-2499		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	213-612-2020		
Email:	lpartmann@orrick.com, rgalvan@orrick.com		
Correspondent Name:	Ramon Galvan		
Address Line 1:	777 South Figueroa Street, Suite 3200		
Address Line 2:	Orrick, Herrington & Sutcliffe LLP		
Address Line 4:	Los Angeles, CALIFORNIA 90017-5855		
ATTORNEY DOCKET NUMBER:	1696-376/1640		

900098448

TRADEMARK
REEL: 003714 FRAME: 0516

CH \$115.00 77368440

NAME OF SUBMITTER:	Ramon Galvan
Signature:	/Ramon Galvan/
Date:	02/06/2008
Total Attachments: 4 source=IP Grant - Trademarks#page1.tif source=IP Grant - Trademarks#page2.tif source=IP Grant - Trademarks#page3.tif source=IP Grant - Trademarks#page4.tif	

GRANT OF SECURITY INTEREST
TRADEMARKS

THIS GRANT OF SECURITY INTEREST, dated as of January 31, 2008 is executed by IDEAL MEDIA, LLC (the "Grantor"), in favor of WELLS FARGO BANK, NATIONAL ASSOCIATION, as the Administrative Agent (in such capacity, the "Administrative Agent") for the financial institutions which are from time to time parties to the Credit Agreement referred to in Recital A below (collectively, the "Lenders").

A. Pursuant to that certain Credit Agreement, dated as of September 26, 2005 (as amended, supplemented or otherwise modified from time to time, the "Credit Agreement"), among Schofield Media, LLC (formerly known as Schofield Media Group, LLC and successor by merger to Redcoat Publishing, LLC), Ideal Media, LLC, Schofield Media Limited, Schofield Media Group, LLC (formerly known as Ideal Media Group, LLC), and Schofield Healthcare Media Limited, the Lenders and Administrative Agent, the Lenders have agreed to extend loans and other financial accommodations to the Grantor upon the terms and subject to the conditions set forth therein.

B. The Grantor has adopted, used and is using the trademarks, more particularly described on Schedules 1-A and 1-B annexed hereto and made a part hereof, which trademarks are registered or subject to an application for registration in the United States Patent and Trademark Office (collectively, the "Trademarks").

C. The Grantor and other entities party thereto from time to time have entered into a Security Agreement (Intellectual Property) dated as of September 26, 2005 (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement") in favor of the Administrative Agent (for the ratable benefit of the Administrative Agent and the Lenders).

D. Pursuant to the Security Agreement, the Grantor has granted to the Administrative Agent (for the ratable benefit of the Administrative Agent and the Lenders) a security interest in all right, title and interest of the Grantor in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the customer lists and records related to the Trademarks and the applications and registrations thereof, and all proceeds thereof, including any and all causes of action which may exist by reason of infringement thereof (the "Collateral"), to secure the payment, performance and observance of the Secured Obligations, as defined in the Security Agreement.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Grantor does hereby further grant to the Administrative Agent a security interest in the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.


The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Administrative Agent with respect to the security interest in the Collateral granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

The Administrative Agent's address is:

Wells Fargo Bank, National Association
MAC N9305-072
90 South 7th Street, Minneapolis, MN 55402
Attention: Kyle R. Holtz, Vice President
Tel. No. (612) 667-5508, Fax No. (612) 667-0505

IN WITNESS WHEREOF, the Grantor has caused this Grant of Security Interest to be executed as of the day and year first above written.

IDEAL MEDIA, LLC

By: 
Name: Brian J. Reshefsky
Title: Executive Vice President

[Signature Page to Grant of Security Interest - Trademarks]

TRADEMARK
REEL: 003714 FRAME: 0519

ALL-PURPOSE ACKNOWLEDGMENT

STATE OF ILLINOIS

)

) ss.

COUNTY OF COOK

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On January 31, 2008, before me, Monika Castiglioni, Notary Public

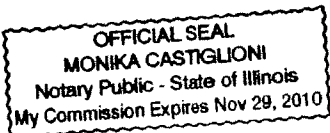
Date

Name and Title of Officer (e.g. "Jane Doe, Notary Public")

personally appeared Brian J. Reshefsky

Name of Signer(s)

☐ personally known to me – **OR** – ☒ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Monika Castiglioni
Signature of Notary Public

OPTIONAL

Though the data below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent reattachment of this form.

CAPACITY(IES) CLAIMED BY SIGNER(S)

- ☐ Individual
☐ Corporate Officer

Title(s)

- ☐ Partner(s) ☐ Limited
☐ General
☐ Attorney-In-Fact
☐ Trustee(s)
☐ Guardian/Conservator
☐ Other: _____

Signer is Representing:
Name of Person(s) or Entity(ies)

DESCRIPTION OF ATTACHED DOCUMENT

Title or Type of Document

Number of Pages

Date of Document

Signer(s) Other Than Named Above

SCHEDULE 1-A TO GRANT OF SECURITY INTEREST

TRADEMARKS

<u>NAME</u>	<u>COUNTRY</u>	<u>REG. NO.</u>
CTQ Media	USA	3,173,293
iSixSigma	USA	3,026,350
AdvancedSurvey	USA	2,732,126

SCHEDULE 1-B TO GRANT OF SECURITY INTEREST

TRADEMARK APPLICATIONS

<u>NAME</u>	<u>COUNTRY</u>	<u>APPLICATION NO.</u>
Six Sigma Entrepreneur	USA	77, 368,440