

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|-------------------------|----------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| | |
|------------------------------|---|
| NATURE OF CONVEYANCE: | Grant of Security Interest (First Lien) |
|------------------------------|---|

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-------------------|----------|----------------|------------------------|
| Instant Web, Inc. | | 08/07/2007 | CORPORATION: MINNESOTA |

RECEIVING PARTY DATA

| | |
|------------------------|--------------------------------------|
| Name: | Deutsche Bank Trust Company Americas |
| Street Address: | 60 Wall Street |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10005 |
| Entity Type: | Administrative Agent: |

PROPERTY NUMBERS Total: 12

| Property Type | Number | Word Mark |
|----------------|----------|--|
| Serial Number: | 73643230 | ENVELETTER |
| Serial Number: | 78383473 | DIRECT MAIL LIKE NO ONE ELSE |
| Serial Number: | 78383452 | IWCO DIRECT DIRECT MAIL LIKE NO ONE ELSE |
| Serial Number: | 78946485 | PRECISION POST |
| Serial Number: | 78946499 | PRECISION POST |
| Serial Number: | 78946507 | PRECISION POST |
| Serial Number: | 78946446 | IWCO DIRECT |
| Serial Number: | 78946464 | IWCO DIRECT |
| Serial Number: | 78946469 | IWCO DIRECT |
| Serial Number: | 78946832 | DIRECT MARKETING LIKE NO ONE ELSE |
| Serial Number: | 78946439 | DIRECT MARKETING LIKE NO ONE ELSE |
| Serial Number: | 78946427 | DIRECT MARKETING LIKE NO ONE ELSE |

CORRESPONDENCE DATA

CH \$315.00 73643230

Fax Number: (212)354-8113
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-819-8200
Email: trademarkdocket@whitecase.com
Correspondent Name: Matthew Bart
Address Line 1: White & Case LLP
Address Line 2: 1155 Avenue of the Americas
Address Line 4: New York, NEW YORK 10036

| | |
|-------------------------|----------------|
| ATTORNEY DOCKET NUMBER: | 1104031-0520 |
| NAME OF SUBMITTER: | Matthew Bart |
| Signature: | /Matthew Bart/ |
| Date: | 03/13/2008 |

Total Attachments: 7

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INTELLECTUAL PROPERTY SECURITY AGREEMENT
(First Lien)

This INTELLECTUAL PROPERTY SECURITY AGREEMENT (this "Agreement"), dated as of August 7, 2007, is entered into by and between Instant Web, Inc., a Minnesota corporation ("Grantor") and Deutsche Bank Trust Company Americas, a United States bank located at 60 Wall Street, New York 10005, as Administrative Agent pursuant to that certain Security Agreement, dated as of August 7, 2007, between the Administrative Agent and Grantor, amongst others (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "Security Agreement"), and pursuant to that certain Credit Agreement, dated as of August 7, 2007 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "Credit Agreement"), among ACP/IWCO Finance Inc., a Delaware corporation ("MergerSub 2" and, prior to the consummation of the Merger referred to below, the "Borrower") to be merged (the "Merger") with and into Instant Web, Inc., a Minnesota corporation (the "Company" and following the consummation of the Merger, the "Borrower"), IWCO Direct, Inc., the lending institutions from time to time party thereto and the Administrative Agent. Capitalized terms not otherwise defined herein have the respective meanings ascribed to them in the Security Agreement or the Credit Agreement, as applicable.

WHEREAS, pursuant to the Security Agreement, Grantor is granting a security interest to the Administrative Agent in certain Collateral, including but not limited to the Trademarks set forth on Schedule A hereto, the Patents set forth on Schedule B hereto and the Copyrights set forth on Schedule C hereto.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Grantor and the Administrative Agent hereby agree as follows:

1. Grant of Security Interest

(a) Grantor hereby conveys, assigns, pledges and grants to the Administrative Agent, for the ratable benefit of the Secured Parties, a security interest in all of Grantor's right, title and interest in Trademarks, Patents and Copyrights, whether now owned or existing or at any time hereafter acquired or arising and wherever located, as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of Grantor's Obligations. The foregoing security interest shall include, without limitation, all Trademarks referred to on Schedule A, all Patents referred to on Schedule B and all Copyrights referred to on Schedule C and the right to obtain all renewals thereof, but shall in no case extend to any trademark applications filed in the United States Patent and Trademark Office on the basis of any Grantor's intent to use such trademark, unless and until acceptable evidence of use of such trademark has been filed with the United States Patent and Trademark Office pursuant to Section 1(c) or 1(d) of the Lanham Act (15 U.S.C., et. seq.), to the extent that granting a security interest in such application prior to such filing would adversely affect the validity or enforceability or result in cancellation of such trademark application.

(b) The security interest granted hereby is granted concurrently and in conjunction with the Security Interest granted to the Administrative Agent under the Security Agreement. The rights and remedies of the Administrative Agent with respect to the security interest granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference as if fully set forth herein, and are in addition to those rights and remedies which are now or

IP Security Agreement (First Lien)

hereafter available to the Administrative Agent as a matter of law or equity. The exercise by the Administrative Agent of any one or more of the rights, powers or privileges provided for in this Agreement, in the Security Agreement, or now or hereafter existing at law or in equity shall not preclude any other or further exercise by any person, including the Administrative Agent, of any or all other rights, powers or privileges. In the event that any of the provisions of this Agreement are in conflict with the Security Agreement, the provisions of the Security Agreement shall govern.

2. Modifications

This Agreement or any provision hereof may not be changed, waived, or terminated except in accordance with the amendment provisions of the Credit Agreement.

3. Applicable Law

THIS AGREEMENT AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER SHALL BE GOVERNED BY, AND SHALL BE CONSTRUED AND INTERPRETED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK.

4. Termination; Release of Security Interest

Upon termination of the Security Interest in Intellectual Property in accordance with the Security Agreement, the Administrative Agent shall execute, acknowledge, and deliver to the Grantor, at such Grantor's expense, an instrument in writing in recordable form releasing the security interest in the Trademarks, Patents and Copyrights under this Agreement. Any execution and delivery of termination statements, releases or other documents pursuant to this Section 4 shall be without recourse to, or warranty by, the Administrative Agent or any other Secured Party.

5. Counterparts

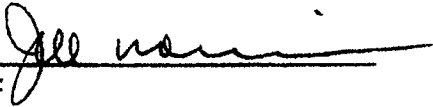
This Agreement may be executed by one or more of the parties to this Agreement on any number of separate counterparts (including by telecopy), and all of said counterparts taken together shall be deemed to constitute one and the same instrument.

[Signature Page Follows]

IN WITNESS WHEREOF, each of the undersigned has caused this Agreement to be duly executed and delivered as of the date first above written.

GRANTOR:

INSTANT WEB, INC.

By: 
Name:
Title:

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NEWYORK 6225699 (22)

TRADEMARK
REEL: 003739 FRAME: 0076

ADMINISTRATIVE AGENT:

DEUTSCHE BANK TRUST COMPANY AMERICAS, as
Administrative Agent

By: Scotty Lindsay
Name: Scotty Lindsay
Title: Director

By: Paul O'Leary
Name: Paul O'Leary
Title: Vice President

NEW YORK (212) 800 1100

IP Security Agreement (First Lien)-Instant Web, Inc.

Schedule A to INTELLECTUAL PROPERTY SECURITY AGREEMENT

| Mark | Reg. No. / Ser. No. | Date Registered / Filed | Grantor |
|--|----------------------------|--------------------------------|-------------------|
| ENVELETTER | 1,461,856 73/643,230 | 2/6/1987 (Registered) | Instant Web, Inc. |
| DIRECT MAIL LIKE NO ONE ELSE | 2,965,127 78/383,473 | 7/5/2005 (Registered) | Instant Web, Inc. |
| IWCO DIRECT MAIL LIKE NO ONE ELSE & Design | 2,980,993 78/383,452 | 8/2/2005 (Registered) | Instant Web, Inc. |
| PRECISION POST | N/A 78/946,485 | Pending | Instant Web, Inc. |
| PRECISION POST | N/A 78/946,499 | Pending | Instant Web, Inc. |
| PRECISION POST | N/A 78/946,507 | Pending | Instant Web, Inc. |
| IWCO DIRECT | N/A 78/946,446 | Pending | Instant Web, Inc. |
| IWCO DIRECT | N/A 78/946,464 | Pending | Instant Web, Inc. |
| IWCO DIRECT | N/A 78/946,469 | Pending | Instant Web, Inc. |
| DIRECT MARKETING LIKE NO ONE ELSE | N/A 78/946,832 | Pending | Instant Web, Inc. |
| DIRECT MARKETING LIKE NO ONE ELSE | N/A 78/946,439 | Pending | Instant Web, Inc. |
| DIRECT MARKETING LIKE NO ONE ELSE | N/A 78/946,427 | Pending | Instant Web, Inc. |

Schedule B to INTELLECTUAL PROPERTY SECURITY AGREEMENT

| Patent | Reg. No. / Ser. No. | Date Registered / Filed | Grantor |
|--------|---------------------|-------------------------|---------|
| None. | | | |

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Schedule C to INTELLECTUAL PROPERTY SECURITY AGREEMENT

| Copyright | Reg. No. / Ser. No. | Date Registered / Filed | Grantor |
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| None. | | | |

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NEWYORK 6225099 (2K)

RECORDED: 03/13/2008

**TRADEMARK
REEL: 003739 FRAME: 0080**