

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Union Bank of California, N.A., as Administrative Agent		07/14/2008	national bank: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Guthy-Renker LLC		
<b>Also Known As:</b>	AKA formerly known as Guthy-Renker Corporation		
<b>Street Address:</b>	41-550 Eclectic St., Suite 200		
<b>Internal Address:</b>	Attn: President		
<b>City:</b>	Palm Desert		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92660		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2855895	DEAN MARTIN CELEBRITY ROASTS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(213)443-2926		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	213-617-5493		
<b>Email:</b>	jcravitz@sheppardmullin.com		
<b>Correspondent Name:</b>	Sheppard, Mullin, Richter & Hampton LLP		
<b>Address Line 1:</b>	333 S. Hope St., 48th Floor		
<b>Address Line 2:</b>	Attn: J. Cravitz		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90071		
<b>ATTORNEY DOCKET NUMBER:</b>	0A22-137358		
<b>NAME OF SUBMITTER:</b>	Julie Cravitz		

CH \$40.00 2855895

Signature:

/julie cravitz/

Date:

07/15/2008

Total Attachments: 2

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PARTIAL RELEASE OF SECURITY INTEREST  
IN TRADEMARKS

GUTHY-RENKER LLC, a Delaware limited liability company (successor-in-interest to Guthy-Renker Corporation, a Delaware corporation) ("Grantor"), executed a Trademark Security Agreement dated as of October 20, 2004 in favor of UNION BANK OF CALIFORNIA, N.A., as Administrative Agent ("Agent") (as amended from time to time, the "Trademark Security Agreement"), pursuant to which the Grantor assigned and granted to Agent a security interest in and to all of Grantor's right, title and interest in and to certain trademarks and trademark applications, including the specific trademarks listed on Exhibit A attached hereto (the "Marks") and the goodwill associated therewith.

Agent wishes to release, retransfer and reassign to Grantor, without representation or warranty, all of Agent's right, title and interest in and to the Marks attached hereto, and the goodwill associated therewith.

For good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Agent, on behalf of itself, its successors, legal representatives and assigns, hereby releases and discharges fully its security interest in and to the Marks, and retransfers and reassigns to Grantor, without representation or warranty of any kind, express or implied, free and clear of any claims by Agent, all of Agent's right, title and interest in and to the Marks, the goodwill associated therewith and all causes of action for past infringement, if any.

Agent's execution or delivery of this instrument does not constitute (a) a waiver or release of any indebtedness or other obligation on the part of Grantor, or any other grantor, under any document, instrument or agreement secured by, or described in, the Trademark Security Agreement, (b) a waiver of any (i) default or event of default, or (ii) any right, power, privilege or remedy on the part of Grantor, or any other grantor, under any such document, instrument or agreement.

IN WITNESS WHEREOF, Agent has executed this Partial Release of Security Interest in Trademarks as of this 14<sup>th</sup> day of July, 2008.

UNION BANK OF CALIFORNIA, N.A.,  
as Administrative Agent

By: \_\_\_\_\_

Gregory Dubnansky  
Vice President

EXHIBIT A  
TRADEMARKS

TRADEMARK	SERIAL NO. OR REGISTRATION NO.	FILING DATE OR REGISTRATION DATE
DEAN MARTIN CELEBRITY ROASTS	2855895	06/22/2004