

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment of Security Interest		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Laminar Direct Capital, L.L.C.		01/29/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	Old Aultsville, LLC		
Street Address:	2325 Hurontario Street		
Internal Address:	Unit 421		
City:	Mississauga		
State/Country:	CANADA		
Postal Code:	L5A 4K4		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
Property Type	Number	Word Mark	
Registration Number:	3304020	DIRECT MATCH	
Registration Number:	3052337	WHERE SMART BUSINESS MAILS	
Registration Number:	3048733	DIRECT GROUP	
Registration Number:	2789625	POSTAL OPTIMIZER	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(313)309-6975		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	313-965-8575		
Email:	dford@clarkhill.com		
Correspondent Name:	David J. Ford		
Address Line 1:	500 Woodward Avenue		
Address Line 2:	Clark Hill PLC, Suite 3500		
Address Line 4:	Detroit, MICHIGAN 48226-3435		
ATTORNEY DOCKET NUMBER:	26373-132855		

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**900154780**

**TRADEMARK**  
**REEL: 004149 FRAME: 0856**

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

David J. Ford

Signature:

/david j ford/

Date:

02/16/2010

Total Attachments: 3

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**NOTICE**  
**OF**  
**ASSIGNMENT OF SECURITY INTEREST**  
**IN**  
**TRADEMARKS**

United States Patent and Trademark Office

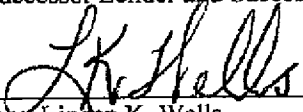
Please be advised that pursuant to the Assignment and Acceptance Agreement dated as of January 29, 2010 (as the same may be amended, modified, extended or restated from time to time, the "Assignment") by and among (i) Laminar Direct Capital, L.L.C. in its capacity as a lender under the Amended and Restated Credit Agreement dated as of October 6, 2008 (as amended, the "Credit Agreement") (in such capacity, the "Existing Lender") and in its capacity as collateral agent under the Loan Documents, such term as defined in the Credit Agreement (in such capacity, the "Existing Agent"), (ii) Old Aultsville, LLC in its capacity as the successor lender (in such capacity, the "Successor Lender") and in its capacity as the successor collateral agent (in such capacity, the "Successor Agent"), (iii) DM Acquisition Corp., in its capacity as the borrower under the Credit Agreement, and (iv) Direct Mail Holdings, Inc. and the other guarantors party to the Credit Agreement in their capacities as guarantors under the Credit Agreement, the Existing Agent has assigned and hereby assigns and transfers irrevocably to Successor Agent, all the liens, properties, rights, powers and duties of the Existing Agent in and to, the trademark registrations shown below, subject to and upon the terms and conditions of the Assignment, which are incorporated herein by reference:

<b>Trademark Reg. No.</b>	<b>Trademark</b>	<b>Registration Date</b>
3,304,020	DIRECT MATCH	October 2, 2007
3,052,337	WHERE SMART BUSINESS MAILS	January 31, 2006
3,048,733	DIRECT GROUP	January 24, 2006
2,789,625	POSTAL OPTIMIZER	December 2, 2003

[Signature Page Follows]

Acknowledged and Accepted:

**OLD AULTSVILLE, LLC,**  
as Successor Lender and Successor Agent

By:   
Name: Linden K. Wells  
Title: Manager

The Successor Agent hereby acknowledges and agrees that the assignment of security interest in the foregoing trademark registrations is not to be construed as an assignment of any trademark registration.

**LAMINAR DIRECT CAPITAL, L.L.C.,**  
as Existing Lender and Existing Agent

By: *Robert T. Ladd*  
Name: Robert T. Ladd  
Title: Authorized Signatory

Notice of Assignment of Security Interest in Trademarks (Senior)