

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT															
NATURE OF CONVEYANCE:	Assignment of Security Interest															
CONVEYING PARTY DATA																
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>Laminar Direct Capital, L.L.C.</td> <td></td> <td>01/29/2010</td> <td>LIMITED LIABILITY COMPANY: DELAWARE</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	Laminar Direct Capital, L.L.C.		01/29/2010	LIMITED LIABILITY COMPANY: DELAWARE								
Name	Formerly	Execution Date	Entity Type													
Laminar Direct Capital, L.L.C.		01/29/2010	LIMITED LIABILITY COMPANY: DELAWARE													
RECEIVING PARTY DATA																
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Old Aultsville, LLC</td> </tr> <tr> <td>Street Address:</td> <td>2325 Hurontario Street</td> </tr> <tr> <td>City:</td> <td>Mississauga</td> </tr> <tr> <td>State/Country:</td> <td>CANADA</td> </tr> <tr> <td>Postal Code:</td> <td>L5A 4K4</td> </tr> <tr> <td>Entity Type:</td> <td>LIMITED LIABILITY COMPANY: DELAWARE</td> </tr> </table>	Name:	Old Aultsville, LLC	Street Address:	2325 Hurontario Street	City:	Mississauga	State/Country:	CANADA	Postal Code:	L5A 4K4	Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE				
Name:	Old Aultsville, LLC															
Street Address:	2325 Hurontario Street															
City:	Mississauga															
State/Country:	CANADA															
Postal Code:	L5A 4K4															
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE															
PROPERTY NUMBERS Total: 4																
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 20%;">Property Type</th> <th style="width: 20%;">Number</th> <th style="width: 60%;">Word Mark</th> </tr> <tr> <td>Registration Number:</td> <td>3304020</td> <td>DIRECT MATCH</td> </tr> <tr> <td>Registration Number:</td> <td>3052337</td> <td>WHERE SMART BUSINESS MAILS</td> </tr> <tr> <td>Registration Number:</td> <td>3048733</td> <td>DIRECT GROUP</td> </tr> <tr> <td>Registration Number:</td> <td>2789625</td> <td>POSTAL OPTIMIZER</td> </tr> </table>	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	
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														
CORRESPONDENCE DATA																
<p>Fax Number: (313)309-6975</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 313-965-8575</p> <p>Email: dford@clarkhill.com</p> <p>Correspondent Name: David J. Ford</p> <p>Address Line 1: 500 Woodward Avenue</p> <p>Address Line 2: Clark Hill PLC, Suite 3500</p> <p>Address Line 4: Detroit, MICHIGAN 48226-3435</p>																
ATTORNEY DOCKET NUMBER:	26373-132855															

CH \$115.00 3304020

900154782

TRADEMARK
REEL: 004149 FRAME: 0861

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

source=executed notice of assignment of security interest in trademarks - junior collateral#page1.tif

source=executed notice of assignment of security interest in trademarks - junior collateral#page2.tif

source=executed notice of assignment of security interest in trademarks - junior collateral#page3.tif

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 Investment Agreement dated as of October 6, 2008 (as amended, the "Investment Agreement") (in such capacity, the "Existing Lender"), and in its capacity as collateral agent under the Loan Documents, such term as defined in the Investment 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 Investment Agreement, and (iv) Direct Mail Holdings, Inc. and the other guarantors party to the Investment Agreement in their capacities as guarantors under the Investment 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:

Trademark Reg. No.	Trademark	Registration Date
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]

OLD AULTSVILLE, LLC,
as Successor Lender and Successor Agent

Name: Linden K. Wells
Title: Manager

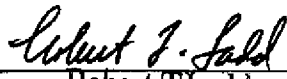
2

TRADE MARK

REEL: 004149 FRAME: 0864

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: 
Name: Robert T. Ladd
Title: Authorized Signatory

Notice of Assignment of Security Interest in Trademarks (Subdebt)