

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Wells Fargo Retail Finance, LLC		02/26/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Pike's Peak Direct Marketing Inc.		
Doing Business As:	DBA Chef's Catalog		
Street Address:	5070 Centennial Blvd.		
City:	Colorado Springs		
State/Country:	COLORADO		
Postal Code:	80919		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1277563	THE CHEF'S CATALOG	
Registration Number:	2073725	MASTER CHEF	
Registration Number:	2316722	CHEF'S CATALOG	
Registration Number:	2314725	CHEF'S	
CORRESPONDENCE DATA			
Fax Number:	(617)502-4877		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-248-4877		
Email:	hbalmat@choate.com		
Correspondent Name:	Heather E. Balmat		
Address Line 1:	Two International Place		
Address Line 2:	Choate, Hall & Stewart LLP		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	2003663.0025		

OP \$1115.00 1277563

900156132

TRADEMARK
REEL: 004160 FRAME: 0154

NAME OF SUBMITTER:	Heather E. Balmat
Signature:	/Heather E. Balmat/
Date:	03/03/2010
Total Attachments: 2 source=PikesPeakrelease#page1.tif source=PikesPeakrelease#page2.tif	

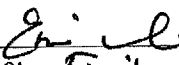
RELEASE OF SECURITY INTEREST IN TRADEMARKS

February 26, 2010

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Wells Fargo Retail Finance, LLC (the "Secured Party"), does hereby certify that the security interest it holds in certain trademark registrations and applications of Pikes Peak Direct Marketing Inc., a Delaware corporation, doing business as Chef's Catalog (the "Debtor"), pursuant to the Intellectual Property Security Agreement, by and between Secured Party and Debtor, recorded in the United States Patent and Trademark Office on February 4, 2005, at Reel 3022, Frame 0512 (the "Trademark Security Agreement"), which trademarks and trademark applications are more fully identified on the Schedule I attached hereto and made a part hereof, is released and all interests in such property previously assigned to Secured Party under the Trademark Security Agreement is hereby reassigned to Debtor, without representation or warranty of any kind, nature or description.

IN WITNESS WHEREOF, the undersigned, by and through its authorized officer, has caused this instrument to be executed under seal on the date first written above.

WELLS FARGO RETAIL FINANCE, LLC

By: 
Name: Emily Abrahamson
Title: Vice President

SCHEDULE I

RELEASE OF SECURITY INTEREST IN TRADEMARKS

REG NUMBER	REG DATE.	OWNER	MARK
1,277,563	5/8/1984	Pikes Peak Direct Marketing Inc.	THE CHEF'S CATALOG
2,073,725	6/24/1997		MASTER CHEF
2,316,722	2/8/2000	Pikes Peak Direct Marketing Inc.	CHEF'S CATALOG
2,314,725	2/1/2000	Pikes Peak Direct Marketing Inc.	CHEF'S