

**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>
COMERICA BANK		04/28/2010	Texas banking association:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ICONOCULTURE, INC.		
<b>Street Address:</b>	244 First Avenue North		
<b>Internal Address:</b>	Suite 2		
<b>City:</b>	Minneapolis		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55401		
<b>Entity Type:</b>	CORPORATION: MINNESOTA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2862098	ICONOCULTURE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(858)550-6420		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	858-550-6403		
<b>Email:</b>	erin.obrien@cooley.com		
<b>Correspondent Name:</b>	Erin O'Brien		
<b>Address Line 1:</b>	c/o Cooley, LLP		
<b>Address Line 2:</b>	4401 Eastgate Mall		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92121		
<b>ATTORNEY DOCKET NUMBER:</b>	036703-1181 ICONOCULTURE		
<b>NAME OF SUBMITTER:</b>	Erin O'Brien		
<b>Signature:</b>	/Erin O'Brien/		

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**900160752**

**TRADEMARK  
 REEL: 004194 FRAME: 0689**

Date:

04/28/2010

**Total Attachments: 3**

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## RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of April 28, 2010 by COMERICA BANK ("Bank") in favor of Iconoculture Inc, a Minnesota Corporation, with its principal place of business at 244 First Avenue North, Suite 2, Minneapolis, MN 55401 ("Company").

### Recital

WHEREAS, COMPANY assigned certain interests in the copyrights and trademarks described on Exhibits A and B and attached hereto, respectively (collectively, the "Intellectual Property") to BANK under an Intellectual Property Security Agreement dated as of September 17, 2007, and recorded with the US Library of Congress Copyright Office and the US Patent and Trademark Office as set forth on Exhibits A and B.

WHEREAS, COMPANY has satisfied all its obligations to BANK in the Intellectual Property Security Agreement, and BANK wishes to release its security interest in the Intellectual Property.

### Agreement

Now Therefore, BANK agrees that it terminates and releases its security interest in the Intellectual Property and reassigns to COMPANY, without warranty or recourse, all interest of BANK in the Intellectual Property.

BANK: COMERICA BANK



Michael S. Sak  
Assistant Vice President  
April 28, 2010

Address:  
Comerica Bank  
CLS Collateral Services, MC 7575  
39200 Six Mile Road  
Livonia, MI 48152

**EXHIBIT A**  
**COPYRIGHTS**

<b><u>Description</u></b>	<b><u>Registration Number</u></b>	<b><u>Registration Date</u></b>
The future ain't what it used to be: the 40 cultural trends transforming your job, your life, your world	TX4743986	3/20/98

Bank's security interest recorded at the US Library of Congress Copyright Office on October 4, 2007 at Volume 3556 and Document 836. Recorded again on October 12, 2007 at Volume 3557 and Document 118.

**EXHIBIT B**  
**TRADEMARKS**

<b><u>Description</u></b>	<b>Registration/ Application Number</b>	<b>Registration/ Application Date</b>
Iconoculture	76473415/ 2,862,098	12-4-02/ 7-13-04

Bank's security interest recorded at the US Patent and Trademark Office on October 1, 2007 at Reel and Frame Number 3631/0266. Recorded again on October 8, 2007 at Reel and Frame Number 3635/211.