

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                       |  |
|----------------------------------|--|-----------------------|--|
| SUBMISSION TYPE:                 | NEW ASSIGNMENT   |                       |  |
| NATURE OF CONVEYANCE:            | 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                    |  | 05/04/2010            | Michigan Banking Corporation: MICHIGAN |
| <b>RECEIVING PARTY DATA</b>      |  |                       |  |
| <b>Name:</b>                     | Iconoculture, Inc.   |                       |  |
| <b>Street Address:</b>           | 244 First Avenue North, Suite 200  |                       |  |
| <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>      |  |
| Registration Number:             | 2862098  | ICONOCULTURE          |  |
| <b>CORRESPONDENCE DATA</b>       |  |                       |  |
| Fax Number:                      | (612)641-8341  |                       |  |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |  |
| Phone:                           | 612-672-8341   |                       |  |
| Email:                           | bradley.pederson@maslon.com  |                       |  |
| Correspondent Name:              | Bradley Pederson, Esq. c/o Maslon et al  |                       |  |
| Address Line 1:                  | 90 S. 7th St., 3300 Wells Fargo Center   |                       |  |
| Address Line 4:                  | Minneapolis, MINNESOTA 55402   |                       |  |
| ATTORNEY DOCKET NUMBER:          | 20100199   |                       |  |
| NAME OF SUBMITTER:               | Bradley Pederson   |                       |  |
| Signature:                       | /Bradley Pederson/   |                       |  |
| Date:                            | 05/05/2010   |                       |  |

OP \$40.00 2862098

Total Attachments: 2

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**RELEASE OF SECURITY INTEREST IN TRADEMARKS**

THIS RELEASE dated as of May 4, 2010 (this "Release") is made by Comerica Bank ("Secured Party") under the Intellectual Property Security Agreement dated September 17, 2007 (the "Security Agreement") and recorded in the records of the United States Patent and Trademark Office at Trademark Reel 3631, Frame 266, between Iconoculture, Inc. (the "Grantor") and Secured Party.


WHEREAS, pursuant to the Security Agreement, Grantor granted to Secured Party a security interest in Grantor's trademarks (the "Trademarks"), including but not limited to those listed on attached Exhibit A.

WHEREAS, Secured Party wishes to: (i) release all of its security interests covering the Trademarks; (ii) restore all right, title and interest in and to the Trademarks to Grantor; and (iii) dissolve any and all liens and encumbrances respecting the Trademarks under the Security Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Secured Party does hereby release its security interests in the Trademarks, and discharges, quit claims and relinquishes unto Grantor (in each case without recourse and without any representation or warranty) any and all right, title and interest it has in and to the Trademarks under the Security Agreement.

IN WITNESS WHEREOF, Secured Party caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the day and year first above written.

**COMERICA BANK**

By:  \_\_\_\_\_  
Signature of

Its: SVP \_\_\_\_\_  
Title

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**EXHIBIT A**

| Mark         | App. No.  | Filing Date | Reg. No. | Reg. Date |
|--------------|-----------|-------------|----------|-----------|
| ICONOCULTURE | 76/473415 | 2,862,098   | 12/4/02  | 7/13/04   |

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