

**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
Archer Capital Fund, L.P.		05/03/2010	LIMITED PARTNERSHIP: DELAWARE

**RECEIVING PARTY DATA**

Name:	SQAD Inc
Street Address:	303 South Broadway, Suite 210
City:	Tarrytown
State/Country:	NEW YORK
Postal Code:	10591
Entity Type:	CORPORATION: NEW YORK

**PROPERTY NUMBERS Total: 10**

Property Type	Number	Word Mark
Registration Number:	2970382	S
Registration Number:	2098914	SNAP
Registration Number:	3204383	SNAP EXPRESS
Registration Number:	2989264	SNAP SOFTWARE
Registration Number:	2428589	SNAP3
Registration Number:	2057204	SNAPLINE
Registration Number:	2050786	SNAPTRAC
Registration Number:	2514646	SQAD
Registration Number:	2662898	SQAD
Registration Number:	3617739	WEBCOSTS

**CORRESPONDENCE DATA**

Fax Number: (212)806-2560  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

**900161674**

**TRADEMARK  
 REEL: 004201 FRAME: 0657**

**CH \$265.00 2970382**

Phone: 212-806-5400  
Email: tm@stroock.com  
Correspondent Name: Laura Goldbard George  
Address Line 1: 180 Maiden Lane  
Address Line 2: Stroock & Stroock & Lavan LLP  
Address Line 4: New York, NEW YORK 10038-4982

ATTORNEY DOCKET NUMBER:	755604/0019
NAME OF SUBMITTER:	Laura Goldbard George
Signature:	/laura goldbard george/
Date:	05/07/2010

Total Attachments: 3  
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source=Release SQAD-Archer Capital#page3.tif

## RELEASE OF SECURITY INTEREST IN TRADEMARKS

WHEREAS, Archer Capital Fund, L.P. (the "Secured Party"), is the holder of a security interest in the trademarks listed on Schedule 1, annexed hereto and made a part hereof (the "Trademarks") and the goodwill of the business associated therewith, and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of the infringement thereof (the "Collateral"; the Trademarks and the Collateral collectively referred to as the "Intellectual Property"); owned by SQAD INC. (the "Debtor"), pursuant to that certain Intellectual Property Security Agreement between the Secured Party and the Debtor, dated March 31, 2008 which was recorded with the United States Patent and Trademark Office (the "USPTO") on or about April 3, 2008, at Reel 003751, Frames 0957-0964, Serial No. 900103265 (the "IP Security Agreement");

WHEREAS, Debtor has satisfied in full all of Debtor's obligations to the Secured Party including, but not limited to, all of Debtor's obligations under the Credit Agreement ( as defined in the IP Security Agreement), thereby terminating the IP Security Agreement and any and all security interest granted to the Secured Party under the IP Security Agreement; and


WHEREAS, Debtor desires to record this instrument to evidence the termination of Secured Party's security interest.

NOW, THEREFORE, the Secured Party and Debtor hereby agree as follows:

1. The Secured Party hereby expressly releases and discharges on behalf of itself, its successors, legal representatives and assigns, the security interest in, to and under the Intellectual Property of the Debtor pursuant to the IP Security Agreement.
2. The Secured Party has no right, title, claim, lien or other interest in the Intellectual Property pursuant to the IP Security Agreement or otherwise.
3. The Secured Party hereby authorizes and requests the Commissioner of Patent and Trademarks of the USPTO to record this Release of Security Interest in Trademarks with regard to the IP Security Agreement.

IN WITNESS WHEREOF, the Secured Party has duly executed this Release of Security Interest in Trademarks, this \_\_\_ day of May, 2010.

Archer Capital Fund, L.P.

By:   
Name: ERIC EDIDIN  
Title: AUTHORIZED PERSON

STATE OF NEW YORK     )  
  )ss.:  
COUNTY OF NEW YORK    )

On this 3rd day of May, 2010, before me personally appeared ERIC EDIDIN who acknowledged himself to be AUTHORIZED PERSON of Archer Capital Fund, L.P., and acknowledged that he executed the foregoing instrument for the purposes therein set forth on behalf of Archer Capital Fund, L.P. in accordance with the authority granted to him or her by Archer Capital Fund, L.P.

Margot LaScala  
Notary Public

NOTARY PUBLIC: MARGOT LASCALA  
EXPIRES: 2-25-2012  
STATE: NEW YORK; COUNTY: NEW YORK  
REGISTRATION ID: 0116182446

Schedule 1

SQAD Inc.

Trademark Report by Mark  
Status: ACTIVE

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COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>S &amp; Design</b>							
UNITED STATES	755604/013	04/14/2004	78/401,585	07/19/2005	2,970,382	REGISTERED	09,35
09 - Computer software for use in television data processing applications, namely, computer software used to process television measurement data and to obtain information relating thereto							
35 - Data processing services in the field of television viewership measurement							
<b>SNAP</b>							
UNITED STATES	755604/005J	04/26/1998	75/093,784	09/23/1997	2,098,914	REGISTERED	9,35
9 - Computer software for use in television data processing applications, namely, computer software used to process television measurement data and to obtain information relating thereto							
35 - Data processing services in the field of television viewership measurement							
<b>SNAP EXPRESS</b>							
UNITED STATES	755604/009	11/06/2003	78/324,189	01/30/2007	3,204,383	REGISTERED	09
09 - Computer software for use in television data processing applications, namely, computer software used to process television measurement data and to obtain information relating thereto							
<b>SNAP SOFTWARE</b>							
UNITED STATES	755604/012	04/14/2004	78/401,586	08/30/2005	2,989,264	REGISTERED	09,35
09 - Computer software for use in television data processing applications, namely, computer software used to process television measurement data and to obtain information relating thereto							
35 - Data processing services in the field of television viewership measurement							
<b>SNAP3</b>							
UNITED STATES	755604/005A	04/10/2000	76/022,156	02/13/2001	2,428,589	REGISTERED	9
9 - Computer software for use in television data processing applications, namely, computer software used to process television measurement data and to obtain information relating thereto							
<b>SNAPLINE</b>							
UNITED STATES	755604/005I	04/25/1998	75/093,874	04/29/1997	2,057,204	REGISTERED	9
9 - Computer software for use in television data processing applications, namely, computer software used to process television measurement data and to obtain information relating thereto							
<b>SNAPTRAC</b>							
UNITED STATES	755604/005L	04/25/1998	75/093,781	04/08/1997	2,050,786	REGISTERED	9
9 - Computer software for use in television data processing applications, namely, computer software used to process television measurement data and to obtain information relating thereto							
<b>SQAD</b>							
UNITED STATES	755604/004	06/27/2006	76/085,534	12/04/2001	2,514,646	REGISTERED	35
35 - Commercial information agencies, namely, providing marketing information for businesses to obtain advertising cost projections by means of computerized reports							
<b>SQAD &amp; Design</b>							
UNITED STATES	755604/007	02/04/2002	76/367,200	12/17/2002	2,662,898	REGISTERED	35
35 - Commercial information agencies, namely, providing marketing information for businesses to obtain advertising cost projections by means of computerized reports							
<b>WEBCOSTS</b>							
UNITED STATES	755604/015	10/17/2007	77/306,381			PENDING	35
35 - Real cost and cost forecasting services for website display advertising							

END OF REPORT

TOTAL ITEMS SELECTED = 10