

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		SECURITY INTEREST	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Focus Direct, LLC		09/30/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Fifth Third Bank		
Street Address:	222 South Riverside Plaza		
Internal Address:	Suite 300		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2123152	FOCUS DIRECT	
Registration Number:	2441927	FOCUS DIRECT	
CORRESPONDENCE DATA			
Fax Number:	(901)577-0812		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	901.577.8235		
Email:	trademarks@bakerdonelson.com		
Correspondent Name:	Kristin Dunavant		
Address Line 1:	165 Madison Avenue, Suite 2000		
Address Line 4:	Memphis, TENNESSEE 38103		
ATTORNEY DOCKET NUMBER:	2825111-4SECURITYFOCUS		
NAME OF SUBMITTER:	Kristin Dunavant		
Signature:	/Kristin Dunavant/		

OP \$65.00 2123152

**900174725**

**TRADEMARK**  
**REEL: 004304 FRAME: 0046**

Date:

10/22/2010

Total Attachments: 2

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NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS

United States Patent and Trademark Office

Gentlemen:

Please be advised that, pursuant to Intellectual Property Security Agreement dated as of September 30, 2010, (the "Security Agreement"), by and between the Grantor and FIFTH THIRD BANK ("Lender"), the undersigned Grantor has granted a continuing security interest in and continuing lien upon, the trademarks and trademark applications shown below to the Lender:


TRADEMARKS

MARK	FILING DATE	SERIAL NO.	REG. DATE	REG. NO.
FOCUS DIRECT	August 14, 1996	75-150053	December 23, 1997	2,123,152
FOCUS DIRECT	May 11, 1999	75-702616	April 10, 2001	2,441,927

The Grantor and the Lender hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

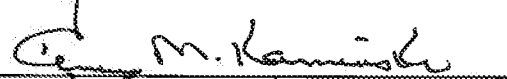
**FOCUS DIRECT, LLC**

By:   
Robert Janes, Vice President

GRANTOR

ACKNOWLEDGED AND ACCEPTED:

**FIFTH THIRD BANK**

By:   
Name: Nancy M. Kaminski  
Title: Vice President

STATE OF ARKANSAS  
COUNTY OF Pulaski

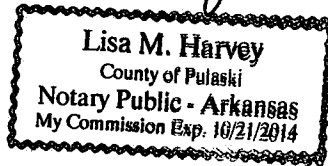
Before me, Lisa M Harvey, a Notary Public in and for said State and County aforesaid, duly commissioned and qualified, personally appeared Robert Janes, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself to be the Vice President of Focus Direct, LLC, the within-named bargainer, a Delaware limited liability company, and that he, as such officer, being duly authorized so to do, executed the foregoing instrument for the purposes therein contained by signing the name of the company by himself as such officer.

WITNESS my hand and seal at office on this the 11<sup>th</sup> day of October, 2010.

Lisa M Harvey  
Notary Public

My Commission Expires:

10/21/2014



STATE OF Illinois  
COUNTY OF COOK

Before me, Anita McKinley a Notary Public in and for the State and County aforesaid, personally appeared Haris Kawinski with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself (or herself) to be the Vice President of Fifth Third Bank, the within-named bargainer, a Individual, and that he as such officer, being duly authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by himself as such officer.

WITNESS my hand and seal at office, on this the 21 day of October, 2010.



Notary Public

Anita McKinley

My Commission Expires:

May 27, 2013