

**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>
GE Business Financial Services Inc.	FORMERLY Merrill Lynch Business Financial Services Inc.	11/05/2010	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Focus Brands, Inc.		
<b>Street Address:</b>	200 Glenridge Point Parkway		
<b>Internal Address:</b>	Suite 200		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30342		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78531350	FOCUS BRANDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)251-2897		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312.368.4000		
<b>Email:</b>	ch.tm@dlapiper.com		
<b>Correspondent Name:</b>	Mark I. Feldman		
<b>Address Line 1:</b>	P.O. Box 64807		
<b>Address Line 2:</b>	DLA Piper LLP (US)		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60664-0807		
<b>ATTORNEY DOCKET NUMBER:</b>	361973-29 #78531350		
<b>NAME OF SUBMITTER:</b>	Mark I. Feldman		
<b>Signature:</b>	/mark i feldman/		

CH \$40.00 78531350

Date:

11/12/2010

**Total Attachments: 3**

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TRADEMARK RELEASE

THIS TRADEMARK RELEASE is made as of November 5, 2010, by GE BUSINESS FINANCIAL SERVICES INC., formerly known as Merrill Lynch Business Financial Services Inc., as Agent ("Agent"). Capitalized terms used but not defined herein shall have the same meanings assigned to such terms in the Agreement (as defined below).

WITNESSETH:

WHEREAS, FOCUS BRANDS, INC., a Delaware corporation, ("Grantor") and Agent are parties to a Trademark Security Agreement dated as of July 13, 2005 (as amended, restated, supplemented or otherwise modified from time to time, the "Agreement"), pursuant to which Grantor granted a security interest to Agent in certain trademark collateral ("Collateral") as security for certain obligations owing by Grantor to Agent, including the trademarks set forth on Schedule 1 hereto; and

WHEREAS, Grantor has requested that Agent release its security interest in the Collateral.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Agent hereby unconditionally and expressly releases, terminates and extinguishes any and all of its right, title and interest in and to any and all liens, security interests and rights in the Collateral which were established under and pursuant to the Agreement including, but not limited to, the trademarks listed on Schedule 1 annexed hereto and all of the goodwill of the business associated with the use of, and symbolized by, each such trademark; and all products and proceeds of the foregoing, including without limitation, any claims by Grantor against third parties for past, present or future (a) infringement or dilution of any trademark, or (b) injury to the goodwill associated with any trademark.

IN WITNESS WHEREOF, Agent has caused this Trademark Release to be executed as of the day and year first above written.

GE BUSINESS FINANCIAL SERVICES  
INC., formerly known as Merrill Lynch  
Business Financial Services Inc., as Agent

By:   
Name: Delaine O. Gordon  
Title: Authorized Signatory

Schedule 1

Attached.

Schedule 1 To Trademark Security Agreement

Owner	Mark	Application No. and Date	Registration No. and Date	Status
Focus Brands, Inc.	FOCUS BRANDS	78531350 12/13/04		PENDING