

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|----------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE BY SECURED PARTY | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| GE Business Financial Services, Inc., as Administrative Agent | FORMERLY Merrill Lynch Business Financial Services Inc., as Administrative Agent | 12/15/2010 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | MailSouth, Inc. | | |
| Street Address: | 5901 Highway 52 East | | |
| City: | Helena | | |
| State/Country: | ALABAMA | | |
| Postal Code: | 35080 | | |
| Entity Type: | CORPORATION: ALABAMA | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2117868 | MAILSOUTH | |
| Registration Number: | 2426850 | ADVERTISING THAT HITS HOME | |
| Registration Number: | 2404400 | SMARTLIVING | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (312)577-4688 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | (312)577-8416 | | |
| Email: | carole.dobbins@kattenlaw.com | | |
| Correspondent Name: | Carole Dobbins c/o Katten Muchin | | |
| Address Line 1: | 525 W. Monroe St. | | |
| Address Line 4: | Chicago, ILLINOIS 60661 | | |
| ATTORNEY DOCKET NUMBER: | 207170-00395 | | |
| NAME OF SUBMITTER: | Carole Dobbins | | |

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| Signature: | /Carole Dobbins/ |
| Date: | 12/15/2010 |
| Total Attachments: 2 source=Trademark Release#page1.tif source=Trademark Release#page2.tif | |

RELEASE OF ASSIGNMENT FOR SECURITY OF TRADEMARKS


THIS RELEASE is made as of this 15th day of December, 2010, by GE Business Financial Services Inc. (formerly known as Merrill Lynch Business Financial Services Inc.), as Administrative Agent ("GE"), in favor of MailSouth, Inc. ("Company"), an Alabama corporation.

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, GE hereby unconditionally and expressly releases, terminates, and extinguishes any and all of its right, title and interest in and to any and all liens and security interests it may have upon the trademarks listed on Schedule A attached hereto and made a part hereof, which liens and security interests were established under and pursuant to that certain Trademark Security Agreement dated as of May 12, 2005 and that certain Trademark Security Agreement dated as of May 16, 2005, made by Company in favor of GE.

GE consents and agrees to execute and deliver, at the request and cost of Company, such further instruments, documents and release forms as Company may reasonably request to more effectively, release, terminate and extinguish any such liens and security interests upon such trademarks.

This Release shall be binding upon GE's legal representatives, assigns and successors.

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

By: 
Name: Patricia Weitzman
Duly Authorized Signatory

SCHEDULE A

TRADEMARK REGISTRATIONS

| MARK | REGISTRATION NUMBER | DATE |
|----------------------------|--------------------------------|-------------|
| MAILSOUTH | 2,117,868 | 12/02/97 |
| ADVERTISING THAT HITS HOME | 2,426,850 | 02/06/01 |
| SMARTLIVING | 2,404,400 | 11/14/00 |

Schedule A