

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Termination and Release of Security Interest in Trademark Rights

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
JPMorgan Chase Bank, N.A., as Administrative Agent		01/26/2011	National Banking Association: UNITED STATES

RECEIVING PARTY DATA

Name:	United Consumers Club, Incorporated
Street Address:	8450 Broadway
City:	Merrillville
State/Country:	INDIANA
Postal Code:	46410
Entity Type:	CORPORATION: INDIANA

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	1074520	DIRECTION
Registration Number:	2547225	UCC
Registration Number:	2376097	UCC TOTAL HOME
Registration Number:	0967850	UNITED CONSUMERS CLUB
Registration Number:	3047273	DIRECTBUY
Registration Number:	1456795	UCC
Registration Number:	2413062	UCC TOTAL HOME

CORRESPONDENCE DATA

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OP \$190.00 1074520

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ATTORNEY DOCKET NUMBER:	509265/1381
NAME OF SUBMITTER:	Mindy M. Lok
Signature:	/ml/
Date:	01/27/2011

Total Attachments: 3
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**TERMINATION AND RELEASE OF SECURITY INTEREST
IN TRADEMARK RIGHTS**

TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARK RIGHTS ("Agreement") dated as of January 26, 2011 from JPMorgan Chase Bank, N.A., as Administrative Agent (the "Agent") for certain banks and other financial institutions.

WITNESSETH:

WHEREAS, pursuant to the Grant of Security Interest in Trademark Rights, dated as of November 30, 2007 (the "Security Agreement"), among United Consumers Club, Incorporated, an Indiana corporation (the "Grantor") and the Agent, a security interest (the "Security Interest") was granted by the Grantor to the Agent in the Trademark Collateral (as hereinafter defined); and

WHEREAS, the Security Agreement was recorded in the Trademark Division of the United States Patent and Trademark Office on December 11, 2007 at Reel 3676 and Frame 0193.

NOW, THEREFORE, for good and valuable consideration including the satisfaction of all obligations, indebtedness and liabilities secured by the Trademark Collateral pursuant to the Security Agreement, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Agreement, the Agent hereby states as follows:

1. Definitions. The term "Trademark Collateral", as used herein, shall mean all of the Grantor's right, title and interest of every kind and nature as of the date hereof in the Trademarks listed on Schedule A hereto. The term "Trademarks" shall have the meaning provided by reference in the Security Agreement.

2. Release of Security Interest. The Agent hereby terminates, releases and discharges its Security Interest in the Trademark Collateral, and any right, title or interest of the Agent in such Trademark Collateral shall hereby cease and become void. This Agreement does not terminate, release or discharge the Agent's Security Interest in any other Trademark Collateral not listed on Schedule A hereto.

3. Further Assurances. The Agent hereby agrees to duly execute, acknowledge, procure and deliver any further documents and to do such other acts as may be reasonably necessary to effect the release of the Security Interest contemplated hereby.

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IN WITNESS WHEREOF, the undersigned has executed this Agreement by its duly authorized officer as of the date first above written.

JPMorgan Chase Bank, N.A.,
as Administrative Agent

By: Phil Mulder
Name: Phil Mulder
Title: VP, Officer

Schedule A

U.S. Trademark Registrations and Applications

Trademark	Registration No./ Application No.	Registration Date/ Filing Date
DIRECTION	1,074,520	10/4/77
UCC	2,547,225	3/12/02
UCC TOTAL HOME and DESIGN	2,376,097	8/8/00
UNITED CONSUMERS CLUB	967,850	9/4/73
DIRECTBUY	3,047,273	1/24/06
UCC	1,456,795	9/8/87
UCC TOTAL HOME	2,413,062	12/12/00