

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
Wells Fargo Bank, National Association		01/31/2011	National Banking Association:
RECEIVING PARTY DATA			
Name:	DSM Holdings, Inc.		
Street Address:	4715 Frederick Drive, S.W.		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30336		
Entity Type:	CORPORATION: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77269059	IRBO	
CORRESPONDENCE DATA			
Fax Number:	(404)522-8409		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	ees@phrd.com		
Correspondent Name:	Erin E. Smith, Paralegal—PHR&D		
Address Line 1:	285 Peachtree Center Avenue, N.E.		
Address Line 2:	Suite 1500		
Address Line 4:	Atlanta, GEORGIA 30303		
NAME OF SUBMITTER:	Erin E. Smith		
Signature:	/EES/		
Date:	02/01/2011		
Total Attachments: 2			

CH \$40.00 77269059

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**TRADEMARK
 REEL: 004465 FRAME: 0480**

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TRADEMARK
REEL: 004465 FRAME: 0481

RELEASE OF SECURITY INTEREST IN TRADEMARKS


FOR VALUE RECEIVED, the undersigned, WELLS FARGO BANK, NATIONAL ASSOCIATION, a national banking association ("Assignor"), does hereby sell, assign, transfer and convey to the parties identified as "Assignees" on Schedule A attached hereto (each an "Assignee" and collectively, "Assignees"), without any representation or warranty by, or recourse to, Assignor, all right, title and interest of Assignor in and to the trademark applications and trademarks listed on Schedule A attached hereto, arising under (i) that certain Notice of Grant of Security Interest in Patents and Trademarks dated February 28, 2007, and recorded on March 13, 2007, on Reel No. 003498, Frame 0314 and (ii) that certain Patent and Trademark Security Agreement dated as of November 19, 2007, and recorded on November 20, 2007, on Reel No. 003664, Frame 0947, United States Patent and Trademark Office (collectively, the "Trademark Security Agreements"), together with the goodwill of the business symbolized by the marks.

This Assignment is intended to operate as a release of all liens and security interests conveyed by the applicable Assignee to Assignor pursuant to the terms of the Trademark Security Agreements, and to reassign to such Assignee all of Assignor's right, title, and interest acquired pursuant to the terms of the Trademark Security Agreements.

IN WITNESS WHEREOF, Assignor has caused this Agreement to be signed by its duly authorized officer on January 31, 2011.

ASSIGNOR:

WELLS FARGO BANK, NATIONAL
ASSOCIATION

By: 
Name: Kathryn Williams
Title: Vice President

SCHEDULE A
to Release of Security Interest in Trademarks
by Wells Fargo Bank, National Association

ASSIGNEES:

Miller Zell, Inc.
CDI Group, Inc.
MZ Retail Services, Inc.
ISD Holdings, Inc.
Miller Zell Display, Inc.
DSM IP Holdings, Inc.

TRADEMARKS:

<u>Trademark</u>	<u>Jurisdiction</u>	<u>Registration No.</u>	<u>Application Date</u>
Better Solutions. Better Results.	US Patent and Trademark Office	3152010	October 3, 2006

TRADEMARK APPLICATIONS:

<u>Mark</u>	<u>Jurisdiction</u>	<u>Serial No</u>	<u>Application Date</u>
Cross Sell Network	US Patent and Trademark Office	78733197	October 14, 2005
Cross Selling Network	US Patent and Trademark Office	78733431	October 14, 2005
Making the World a Better Place to Shop...	US Patent and Trademark Office	77069137	December 21, 2006
Visual Immersion	US Patent and Trademark Office	78854903	April 5, 2006
Direct Selling Media	US Patent and Trademark Office	-----	-----
IRBO	US Patent and Trademark Office	77269059	August 31, 2007