

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Release and Reassignment	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Wells Fargo Capital Finance, Inc.		02/01/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Escalate, Inc.		
Street Address:	9890 Towne Centre Dr., Ste. 100		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92121		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77566532	BUY ANYWHERE, FULFILL ANYWHERE COMMERCE	
Registration Number:	3633915	ESCALATE RETAIL	
Registration Number:	3633913	ESCALA E RETAIL	
Registration Number:	3637628	BLUE MARTINI	
CORRESPONDENCE DATA			
Fax Number:	(949)720-0182		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-224-6282		
Email:	trademark@buchalter.com		
Correspondent Name:	Sandra P. Thompson		
Address Line 1:	18400 Von Karman Ave., Suite 800		
Address Line 4:	Irvine, CALIFORNIA 92612-0514		
ATTORNEY DOCKET NUMBER:	W3344-0012		
NAME OF SUBMITTER:	Sandra P. Thompson		

CH \$115.00 77566532

900182993

**TRADEMARK
 REEL: 004466 FRAME: 0251**

Signature:	/Sandra P. Thompson/
Date:	02/02/2011
Total Attachments: 4 source=EscalteSecAgmt#page1.tif source=EscalteSecAgmt#page2.tif source=EscalteSecAgmt#page3.tif source=EscalteSecAgmt#page4.tif	

**RELEASE AND REASSIGNMENT OF SECURITY INTEREST IN
TRADEMARKS AND TRADEMARK APPLICATIONS**

Reference is hereby made to that certain Trademark Security Agreement, dated as June 9, 2010 (the "Agreement"), executed by Escalate, Inc., a Delaware corporation (the "Grantor") in favor of Wells Fargo Capital Finance, Inc., in its capacity as agent for the lender group (the "Agent"), which was recorded in the United States Patent and Trademark Office on June 9, 2010, at Reel 004221, Frame 0439 pursuant to which the Grantor assigned and granted to Agent a security interest in and to all of Grantor's right, title and interest in and to certain trademarks and trademark applications, including those trademarks and trademark applications specifically listed on Exhibit A attached hereto and the goodwill associated therewith (collectively, the "Marks");

WHEREAS, Agent wishes to release, retransfer and reassign to Grantor, without representation or warranty, all of Agent's right, title and interest in and to its security interest in the Marks and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Agent hereby releases, retransfers and reassigns to Grantor, without representation or warranty, all of Agent's right, title and interest in and to its security interest in the Marks and the goodwill associated therewith.

[Remainder of Page Intentionally Blank]

[Signature page to follow.]

IN WITNESS WHEREOF, Agent has executed this Release and Reassignment of Security Interest in Registered Trademarks and Trademark Applications as of this 1st day of Feb., 2011.

**WELLS FARGO CAPITAL FINANCE, INC.,
FORMERLY KNOWN AS WELLS FARGO
FOOTHILL INC.**

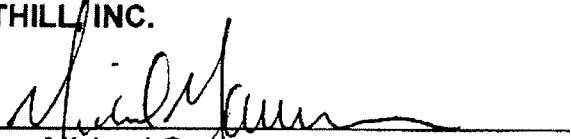
By: 
Name: Michael Ganann
Title: Vice President

Exhibit A

Trademarks

COUNTRY	MARK	STATUS	APP/REG NO.	APP/REG DATE	RECORD OWNER
U.S.	ESCALATE RETAIL	Registered	3,633,915	6/9/09	Escalate, Inc.
U.S.	ESCALATE RETAIL & Design	Registered	3,633,913	6/9/09	Escalate, Inc.
U.S.	BLUE MARTINI & Design	Registered	3,637,628	6/16/09	Escalate, Inc.
U.S.	BUY ANYWHERE, FULFILL ANYWHERE COMMERCE	Application filed	77/566532	Pending	Escalate, Inc.

Exhibit A

BN 8126307v2

RECORDED: 02/02/2011

TRADEMARK
REEL: 004466 FRAME: 0255