OMB Collection 0651-0027 (exp. 6/30/2008)	United States Patent and Trademark Office					
RECORDATION FORM COVER SHEET TRADEMARKS ONLY						
To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.						
1. Name of conveying party(ies): PC Mall, Inc. Individual(s) General Partnership Limited Partnership Corporation- State: Other Delaware corporation Citizenship (see guidelines) Additional names of conveying parties attached? Yes No	General Partnership Citizenship Limited Partnership Citizenship Corporation Citizenship Other Delware LLC Citizenship USA If assignee is not domicited in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment)					
				3. Nature of conveyance)/Execution Date(s) : Execution Date(s) January 31, 2011 Assignment Merger Security Agreement Change of Name Other		
4. Application number(s) or registration number(s) and A. Trademark Application No.(s) C. Identification or Description of Trademark(s) (and Filing)				B. Trademark Registration No.(s) 3,287,482 Additional sheet(s) attached? Yes Vo		
5. Name & address of party to whom correspondence concerning document should be mailed: Name: CT Lien Solutions	6. Total number of applications and registrations involved:					
Internal Address: Attn: Susan O'Brien	7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00					
Street Address; 187 Wolf Road, Suite 101	Authorized to be charged to deposit account Enclosed					
City: Albany	8. Payment Information:					
State: New York Zip: 12205 Phone Number: (800) 342-3676 ext. 4065 Fax Number: (800) 962-7049 Email Address: susan.obtien@wolterstands.com	a. Credit Card Last 4 Numbers 5683 Expiration Date 70/10 b. Deposit Account Number Authorized User Name					
9. Signature:	February 2, 2011 Date					
Dienaba Parker Esq. Name of Person Signing	Total number of pages including cover sheet, attachments, and document:					

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recorded on Services, Director of the USPTO, P.O. Box 1460, Alexandria, VA 22313-1460

TRADEMARK REEL: 004469 FRAME: 0797

THIRD AMENDMENT TO COLLATERAL ASSIGNMENT OF TRADEMARKS (SECURITY AGREEMENT)

This Third Amendment to Collateral Assignment of Trademarks (Security Agreement) (this "Amendment") is made as of January 31, 2011 by PC MALL, INC., a Delaware corporation formerly known as IdeaMail, Inc. ("Pledgor") and WELLS FARGO CAPITAL FINANCE, LLC, a Delaware limited liability company, as successor by merger to Wachovia Capital Finance Corporation (Western) ("Pledgee") with respect to the following facts:

- A. Pledgor and Pledgee are parties to that certain Collateral Assignment of Trademarks (Security Agreement) dated March 7, 2001 and recorded with the United States Patent and Trademark Office on March 19, 2001 at Reel 002252, Frame 0800 (as amended, restated, supplemented or otherwise modified from time to time, the "Assignment").
- B. Since the date of the Assignment, Pledgor acquired the trademarks and related registrations and applications set forth on Exhibit A hereto (the "New Trademarks").
- C. Pledgor and Pledgee now desire to amend the Assignment to cover the New Trademarks.

NOW THEREFORE, the Assignment is hereby amended to add the New Trademarks to Exhibit A of the Assignment, and the term "Trademarks" as defined and used in the Assignment shall include the New Trademarks. In all other respects, the Assignment shall remain in full force and effect and is hereby ratified and confirmed.

PC MALL, INC.,

a Delaware corporation

WELLS FARGO CAPITAL FINANCE, LLC, a Delaware limited liability company

By: On from

I.A222443,1

EXHIBIT A

Name	Registration Date	Registration No.	Filing Date	Serial No.
SLAM	07/24/2007	3,267,482	09/27/2006	77/008,769

LA222443,1

TRADEMARK REEL: 004469 FRAME: 0799

RECORDED: 02/03/2011