


**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 21, 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

By: 
Its: CFO

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

By: 
Its: Vice President

EXHIBIT A

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

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