


Client Code: MASSCO.UCC3

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To the Director, U.S. Patent and Trademark Office: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies): (List using letters or numbers for multiple parties)</p> <p>KNOBBE, MARTENS, OLSON & BEAR, LLP</p> <p><input type="checkbox"/> Individual <input type="checkbox"/> General Partnership <input type="checkbox"/> Association <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Other: California <input type="checkbox"/> Corporation of: Limited Liability Partnership</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: MASS CONNECTIONS, INC. Internal Address: Street Address: 13131 E. 166TH STREET City: CERRITOS State: CA ZIP: 90703</p> <p><input type="checkbox"/> Individual <input type="checkbox"/> General Partnership <input type="checkbox"/> Association <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Other: <input checked="" type="checkbox"/> Corporation of: CA</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Additional name(s) and address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>3. Nature of conveyance:</p> <p><input type="checkbox"/> Assignment <input type="checkbox"/> Security Agreement <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input checked="" type="checkbox"/> Other: Security Interest Termination</p> <p>Execution Date: (List as in section 1 if multiple signatures) FEBRUARY 4, 2011</p>	<p>4. Application number(s) or registration number(s):</p> <p>a. Trademark Application No(s):</p> <p>b. Trademark Registration No(s): 3308018</p> <p>Additional numbers attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>5. Party to whom correspondence concerning document should be mailed:</p> <p>Customer No. 20,995 Address: Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14th Floor Irvine, CA 92614 Return Fax: (949) 760-9502 Attorney's Docket No.: MASSCO.UCC3</p>	<p>6. Total number of applications and registrations involved: 20</p> <p>7. Total fee (37 CFR 1.21(h)): \$515.00 <input checked="" type="checkbox"/> Authorized to be charged to deposit account</p>
<p>8. Deposit account number: 11-1410</p> <p>Please charge this account for any additional fees which may be required, or credit any overpayment to this account.</p>	
<p>9. Statement and signature.</p> <p>To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document.</p> <p>STEVEN J. NATAUPSKY  <u>2/18/11</u> Name of Person Signing Signature Date</p> <p style="text-align: center;">Total number of pages including cover sheet, attachments and document: 3</p>	

Documents transmitted via Facsimile to be recorded with required cover sheet information to:

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<u>Case No.</u>	<u>Trademark Name:</u>	<u>Application No.</u>	<u>Filing Date:</u>	<u>Reg Date:</u>	<u>Reg No:</u>
MASSCO.006T	RETAILMERCIALS	78/171850	10/7/2002	10/9/2007	3308018
MASSCO.007T	LIVE INSTOREMERCIALS	78/171843	10/7/2002	4/1/2008	3406429
MASSCO.008T	LIVE IN STORE COMMERCIALS	78/171738	10/7/2002	12/12/2006	3184326
MASSCO.012T	JOIN THE FIGHT HELP KIDS EAT RIGHT (Stylized or *	78/286676	8/13/2003	2/1/2005	2922796
MASSCO.016T	MASSCONNECTIONS	75/645441	2/22/1999	9/26/2000	2389345
MASSCO.017T	MC MASSCONNECTIONS stylized	75/645442	2/22/1999	9/19/2000	2387197
MASSCO.028T	COOLERKIT	78/488794	9/23/2004	4/4/2006	3075899
MASSCO.038T	DEMO-2-DISPLAY	77/044427	11/15/2006	7/29/2008	3474545
MASSCO.039T	SAMPLE & SELL IT	77/044435	11/15/2006	7/29/2008	3474546
MASSCO.042T	IN STORE · ON LINE · IN LIFE	77/180695	5/14/2007	1/15/2008	3368950
MASSCO.043T	CONSUMER CONNECTOR	77/172384	5/3/2007	6/17/2008	3447916
MASSCO.046T	STAYINGCONNECTED.COM (Stylized and/or with Design)	77/302202	10/11/2007	9/8/2009	3678284
MASSCO.049T	MC LOGISTICS (stylized and/or with design)	77/409616	2/29/2008	4/21/2009	3609985
MASSCO.029T	TABLEKIT	78/488374	9/23/2004		
MASSCO.036T	CASTING CALL	78/714583	9/16/2005		
MASSCO.041T	READY. SET. GO (stylized and/or with design)	77/081409	1/11/2007		
MASSCO.048T	MC CONNECTORS (Stylized and/or with Design)	77/409607	2/29/2008		
MASSCO.051T	STAY COOKING	77/545277	8/12/2008		
MASSCO.052T	COOKING-HITS!	77/545285	8/12/2008		
MASSCO.053T	RECIPE HITS	77/545297	8/12/2008		

UCC FINANCING STATEMENT AMENDMENT

FOLLOW INSTRUCTIONS (front and back) CAREFULLY

A. NAME & PHONE OF CONTACT AT FILER (optional) Michell T Do (949) 760-0404					DOCUMENT NUMBER: 27838160002 FILING NUMBER: 11-72598172 FILING DATE: 02/04/2011 12:06 IMAGE GENERATED ELECTRONICALLY FOR WEB FILING THE ABOVE SPACE IS FOR CA FILING OFFICE USE ONLY				
B. SEND ACKNOWLEDGMENT TO: (Name and Address) Knobbe, Martens, Olson & Bear, LLP 2040 Main Street, 14th Floor Irvine, CA 92614 USA									
1a. INITIAL FINANCING STATEMENT FILE # 09-7213018829					1b. <input type="checkbox"/> This FINANCING STATEMENT AMENDMENT is to be filed (for record) (or recorded) in the REAL ESTATE RECORDS.				
2. <input checked="" type="checkbox"/> TERMINATION: Effectiveness of the Financing Statement identified above is terminated with respect to security interest(s) of the Secured Party authorizing this Termination.									
3. <input type="checkbox"/> CONTINUATION: Effectiveness of the Financing Statement identified above with respect to security interest(s) of the Secured Party authorizing this Continuation Statement is continued for the additional period provided by applicable law.									
4. <input type="checkbox"/> ASSIGNMENT (full or partial): Give name of assignee in item 7a or 7b and address of assignee in item 7c; and also give name of assignor in item 9.									
5. AMENDMENT (PARTY INFORMATION): This Amendment affects <input type="checkbox"/> Debtor or <input type="checkbox"/> Secured Party of record. Check only <u>one</u> of these. Also check <u>one</u> of the following three boxes <u>and</u> provide appropriate information in items 6 and/or 7. <input type="checkbox"/> CHANGE name and/or address: Please refer to the detailed instructions in regards to changing the name/address of a party. <input type="checkbox"/> DELETE name: Give record name to be deleted in item 6a or 6b. <input type="checkbox"/> ADD name: Complete item 7a or 7b, and also item 7c									
6. CURRENT RECORD INFORMATION:									
6a. ORGANIZATION'S NAME									
OR									
6b. INDIVIDUAL'S LAST NAME			FIRST NAME		MIDDLE NAME		SUFFIX		
7. CHANGED (NEW) OR ADDED INFORMATION:									
7a. ORGANIZATION'S NAME									
OR									
7b. INDIVIDUAL'S LAST NAME			FIRST NAME		MIDDLE NAME		SUFFIX		
7c. MAILING ADDRESS				CITY		STATE	POSTAL CODE		COUNTRY
7d. SEE INSTRUCTIONS		ADD'L DEBTOR INFO		7e. TYPE OF ORGANIZATION	7f. JURISDICTION OF ORGANIZATION	7g. ORGANIZATIONAL ID#, if any <input type="checkbox"/> NONE			
8. AMENDMENT (COLLATERAL CHANGE): check only <u>one</u> box. Describe collateral <input type="checkbox"/> deleted or <input type="checkbox"/> added, or give entire <input type="checkbox"/> restated collateral description, or describe collateral <input type="checkbox"/> assigned.									
9. NAME of SECURED PARTY of RECORD AUTHORIZING THIS AMENDMENT (name of assignor, if this is an Assignment). If this is an Amendment authorized by Debtor which adds collateral or adds the authorizing Debtor, or if this is a Termination authorized by a Debtor, check here <input type="checkbox"/> and enter name of DEBTOR authorizing this amendment.									
a. ORGANIZATION'S NAME Knobbe, Martens, Olson, & Bear, LLP									
OR									
b. INDIVIDUAL'S LAST NAME			FIRST NAME		MIDDLE NAME		SUFFIX		
10. OPTIONAL FILER REFERENCE DATA MASSCO - UCC3									

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