

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|--|--|-----------------------|-------------------------------|
| SUBMISSION TYPE: | CORRECTIVE ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | Corrective Assignment to correct the Name of Assignee previously recorded on Reel 004465 Frame 0480. Assignor(s) hereby confirms the 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 IP 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: | 03/10/2011 | | |

CH \$40.00 77269059

Total Attachments: 4

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United States Patent and Trademark Office

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**Electronic Trademark Assignment System****Confirmation Receipt**

Your assignment has been received by the USPTO.
The coversheet of the assignment is displayed below:

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

| | | | |
|--|----------------------------|-----------------------|-------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE BY SECURED PARTY | | |
| CONVEYING PARTY DATA | | | |
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| Wells Fargo Bank, National Association | | 01/31/2011 | National Banking Association: |
| RECEIVING PARTY DATA | | | |
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| 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 | |

| | |
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| 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 source=Wells Fargo - Miller Zell Trademark Release#page1.tif source=Wells Fargo - Miller Zell Trademark Release#page2.tif | |
| RECEIPT INFORMATION | |
| ETAS ID: | TM193787 |
| Receipt Date: | 02/01/2011 |
| Fee Amount: | \$40 |

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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 |