

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
U.S. BANK NATIONAL ASSOCIATION		02/10/2011	NATIONAL ASSOCIATION: UNITED STATES

**RECEIVING PARTY DATA**

<b>Name:</b>	CAMPBELL ALLIANCE GROUP, INC.
<b>Street Address:</b>	8045 Arco Corporate Drive
<b>Internal Address:</b>	Suite 500
<b>City:</b>	Raleigh
<b>State/Country:</b>	NORTH CAROLINA
<b>Postal Code:</b>	27617
<b>Entity Type:</b>	CORPORATION: NORTH CAROLINA

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	2550000	CAMPBELLALLIANCE
Registration Number:	2550001	CAMPBELLALLIANCE
Registration Number:	3498271	LAUNCH PLAYBOOK
Registration Number:	3640918	CAMPBELL ALLIANCE GROUP
Registration Number:	3644785	WINNING LABEL
Registration Number:	3644786	INNOVATION2VALUE

**CORRESPONDENCE DATA**

Fax Number: (919)781-4865  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: ip@wyrick.com  
 Correspondent Name: Christopher L. Sorey  
 Address Line 1: 4101 Lake Boone Trail  
 Address Line 2: Suite 300

**900187656**

**TRADEMARK  
 REEL: 004507 FRAME: 0472**

**OP \$165.00 2550000**

Address Line 4: Raleigh, NORTH CAROLINA 27607

ATTORNEY DOCKET NUMBER: 010040.068

NAME OF SUBMITTER: Christopher L. Sorey

Signature: /CLS/

Date: 03/28/2011

Total Attachments: 2  
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SCHEDULE A

United States Trademarks

<u>Trademark No.</u>	<u>Date Issued</u>	<u>Description</u>
3640918	6/16/2009	CAMPBELL ALLIANCE GROUP
2550000	3/19/2002	CAMPBELLALLIANCE
2550001	3/19/2002	CAMPBELLALLIANCE
3644786	6/23/2009	INNOVATION2VALUE
3,498,271	9/9/2008	LAUNCH PLAYBOOK
3644785	6/23/2009	WINNING LABEL