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TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: 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

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

TRADEMARK REEL: 004507 FRAME: 0472

900187656

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 source=campbellsecrel#page1.tif source=campbellsecrel#page2.tif		

TRADEMARK
REEL: 004507 FRAME: 0473

FULL RELEASE OF SECURITY AGREEMENT

THIS FULL RELEASE OF SECURITY AGREEMENT (this "Release") is made and entered into this 10 day of February, 2011, by U. S. BANK NATIONAL ASSOCIATION, a national banking association ("Lender"), in favor of CAMPBELL ALLIANCE GROUP, INC., a North Carolina corporation ("Borrower").

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Lender does hereby release the Patent and Trademark Security Agreement dated as of March 31, 2010 granted by the Borrower to the Lender, and recorded with the United States Patent and Trademark Office on April 22, 2010, at reel and frame number 004190/0643 (the "Trademark Security Agreement") with respect to all trademarks listed on Schedule A attached hereto (the "Trademarks"), and reassigns all such Trademarks to the Borrower and its successors and assigns. Lender hereby agrees that the filing of the Trademark Security Agreement in the United States Patent and Trademark Office may be removed of record with respect to the Trademarks.

IN WITNESS WHEREOF, the undersigned has caused this Full Release of Security Agreement to be executed by its duly authorized officer as of the date first set forth above.

U.S. BANK NATIONAL ASSOCIATION

Van Hook, Senior Vice President

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF MISSOURI)
CITY OF ST. LOUIS)

On this 10 day of February, 2011, before me appeared Juli Van Hook, to me personally known, who, being by me duly sworn, did say that she is a Senior Vice President of U.S. BANK NATIONAL ASSOCIATION, a national banking association, and that said instrument was signed on behalf of said association, by authority of its Board of Directors; and said Juli Van Hook acknowledged said instrument to be the free act and deed of said association.

IN TESTIMONY WHEREOF, I have hereunto set my hand, and affixed my official seal in the City and State aforesaid, the day and year first above written.

DAWN R. EDWARDS Notary Public - Notary Seal (Seal) Notary Public - Notary Seal STATE OF MISSOURI City of St. Leuis My Commission Expires 06/05/2011 My Commission No. 07388307 My Commission Expires:

TRADEMARK REEL: 004507 FRAME: 0474

SCHEDULE A

United States Trademarks

Trademark No.	Date Issued	<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