

**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
ORIX VENTURE FINANCE LLC		03/14/2011	LIMITED LIABILITY COMPANY: UNITED STATES

**RECEIVING PARTY DATA**

<b>Name:</b>	Market Force Information, Inc.
<b>Street Address:</b>	248 Centennial Parkway
<b>Internal Address:</b>	Suite 150
<b>City:</b>	Louisville
<b>State/Country:</b>	COLORADO
<b>Postal Code:</b>	80027
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>Name:</b>	Shop'n Chek, Inc.
<b>Street Address:</b>	248 Centennial Parkway
<b>Internal Address:</b>	Suite 150
<b>City:</b>	Louisville
<b>State/Country:</b>	COLORADO
<b>Postal Code:</b>	80027
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Registration Number:	3472949	TRIGGERED TRAINING
Registration Number:	3373003	SHOP'N CHEK
Registration Number:	3373004	SHOP'N CHEK WORLDWIDE INC
Registration Number:	3534176	MARKET FORCE INFORMATION
Registration Number:	3534177	MARKET FORCE INFORMATION
Registration Number:	2957643	LET-US-KNOW

OP \$340.00 3472949

Registration Number:	2933733	SNC-SHOP
Registration Number:	2851776	THE DIFFERENCE IS IN THE DETAILS
Registration Number:	2938590	SNC-COMPASS
Registration Number:	2913565	SNC-WEB XPRESS
Registration Number:	2289983	SHOP'N CHEK
Registration Number:	1968978	XPRESS REPORTING
Registration Number:	1517415	SHOP'N CHEK INC.

**CORRESPONDENCE DATA**

Fax Number: (734)930-2494  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 734-761-3780  
Email: asujek@bodmanlaw.com  
Correspondent Name: Angela Alvarez Sujek - Bodman PLC  
Address Line 1: 201 South Division, Ste. 400  
Address Line 4: Ann Arbor, MICHIGAN 48104

NAME OF SUBMITTER:	Angela Alvarez Sujek
Signature:	/Angela Alvarez Sujek/
Date:	04/06/2011

Total Attachments: 3  
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**RELEASE OF SECURITY INTEREST IN TRADEMARKS  
(ORIX VENTURE FINANCE LLC)**

THIS RELEASE OF SECURITY INTEREST IN TRADEMARKS dated as of March 14, 2011 (“Release”) is made by ORIX VENTURE FINANCE LLC (“Secured Party”) pursuant to a certain Security Agreement dated as of January 30, 2008 (the “Security Agreement”), and recorded on April 1, 2008 in the records of the United States Patent and Trademark Office at Trademark Reel 3750, Frame 0121.

WHEREAS, pursuant to the Security Agreement, Secured Party was granted a security interest in the trademarks listed on the attached **Exhibit A**, together with the goodwill associated therewith (“Trademarks”).

WHEREAS, Secured Party wishes to: (i) release all of its security interest covering the Trademarks and any related property, including goodwill, previously pledged to Secured Party under the Security Agreement; and (ii) dissolve any and all liens and encumbrances respecting the Trademarks under the Security Agreement or otherwise.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Secured Party hereby (i) releases its security interest in the Trademarks, and discharges, quit claims and relinquishes (in each case without recourse and without any representation or warranty, of any kind, nature or description) any and all right, title and interest it has in and to the Trademarks and (ii) authorizes and directs Espial Group, Inc., and its agents, successors and assigns, to record this Release with the United States Patent and Trademark Office to evidence the release set forth herein.

IN WITNESS WHEREOF, Secured Party has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the day and year first above written.

**ORIX VENTURE FINANCE LLC,**  
as Secured Party



By: \_\_\_\_\_  
Name: Christopher Smith  
Title: Manager

Address:

245 PARK AVENUE  
19TH FLOOR  
NEW YORK, NEW YORK 10167

**Exhibit A**

**TRADEMARKS**

Mark	App. No.	Filing Date	Reg. No.	Reg. Date	Owner
TRIGGERED TRAINING	77/072200	12/27/06	3,472,949	7/22/08	Market Force Information, Inc. (a Delaware corporation)
SHOP'N CHEK	78/884468	5/16/06	3,373,003	1/22/08	Shop'n Chek, Inc. (a Delaware corporation)
SHOP'N CHEK WORLDWIDE INC (and Design)	78/884475	5/16/06	3,373,004	1/22/08	Shop'n Chek, Inc. (a Delaware corporation)
MARKET FORCE INFORMATION (and Design)	78/884463	5/16/06	3,534,176	11/18/08	Market Force Information, Inc. (a Delaware corporation)
MARKET FORCE INFORMATION	78/884470	5/16/06	3,534,177	11/18/08	Market Force Information, Inc. (a Delaware corporation)
LET-US-KNOW	76/525122	6/16/03	2,957,643	5/31/05	Shop'n Chek, Inc. (a Delaware corporation)
SNC-SHOP (Stylized letters)	76/507401	4/4/03	2,933,733	3/15/05	Shop'n Chek, Inc. (a Delaware corporation)
THE DIFFERENCE IS IN THE DETAILS	76/504528	3/31/03	2,851,776	6/8/04	Shop'n Chek, Inc. (a Delaware corporation)
SNC-COMPASS	76/427947	7/8/02	2,938,590	4/5/05	Shop'n Chek, Inc. (a Delaware corporation)

Mark	App. No.	Filing Date	Reg. No.	Reg. Date	Owner
SNC-WEB XPRESS	76/427948	7/8/02	2,913,565	12/21/04	Shop'n Chek, Inc. (a Delaware corporation)
SHOP'N CHEK (Stylized letters)	75/478899	4/30/98	2,289,983	11/2/99	Shop'n Chek, Inc. (a Delaware corporation)
XPRESS REPORTING	74/485555	2/2/94	1,968,978	4/16/96	Shop'n Chek, Inc. (a Delaware corporation)
SHOP'N CHEK INC. (and Design)	73/723569	4/20/88	1,517,415	12/20/88	Shop'n Chek, Inc. (a Delaware corporation)