

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
BANK OF AMERICA, N.A., AS ADMINISTRATIVE AGENT		04/07/2011	FEDERALLY CHARTERED BANK: UNITED STATES
RECEIVING PARTY DATA			
Name:	ALLOY MARKETING AND PROMOTIONS, LLC		
Street Address:	151 West 26th Street		
Internal Address:	11th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2918564	BATS	
Registration Number:	2844874	PIXEL BRIDGE INC	
Registration Number:	3138350	SEARCHSTART	
CORRESPONDENCE DATA			
Fax Number:	(973)597-2400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	973-597-2500		
Email:	lstrademark@lowenstein.com		
Correspondent Name:	Vanessa A. Ignacio, Esq.		
Address Line 1:	Lowenstein Sandler PC		
Address Line 2:	65 Livingston Avenue		
Address Line 4:	Roseland, NEW JERSEY 07068-1791		
ATTORNEY DOCKET NUMBER:	24803.3		

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**TRADEMARK
 REEL: 004517 FRAME: 0479**

NAME OF SUBMITTER:	Vanessa A. Ignacio, Esq.
Signature:	/Vanessa A. Ignacio/
Date:	04/07/2011
Total Attachments: 2 source=Alloy Marketing and Promotions, LLC (Release of Sec Int in TMs from Bank of America)#page1.tif source=Alloy Marketing and Promotions, LLC (Release of Sec Int in TMs from Bank of America)#page2.tif	

RELEASE OF SECURITY INTEREST IN TRADEMARKS

Bank of America, N.A., holder, in its capacity as Administrative Agent, of a security interest in the trademarks listed on the attached Schedule 1, and associated goodwill therein owned by or accruing to Alloy Marketing and Promotions, LLC, pursuant to a Notice of Security Interest in Trademarks recorded by the Assignment Division of the U.S. Patent and Trademark Office on November 30, 2010, at Reel 004422, Frame 0754, hereby releases and cancels said security interest in the trademarks listed on Schedule 1 attached hereto.

IN WITNESS WHEREOF, the undersigned has set its hand and seal as of the 7th day of April, 2011.

BANK OF AMERICA, N.A.,
as Administrative Agent

By: 

Name: Richard M. Williams

Title: Senior Vice President

SCHEDULE 1

TRADEMARKS

<u>Trademark</u>	<u>Registration Number</u>	<u>Owner of Record</u>
BATS	2918564	ALLOY MARKETING AND PROMOTIONS, LLC
PIXEL BRIDGE INC	2844874	ALLOY MARKETING AND PROMOTIONS, LLC [registration was allowed to lapse]
SEARCHSTART	3138350	ALLOY MARKETING AND PROMOTIONS, LLC