

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
Silver Point Finance, LLC		10/17/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	eCommerce Industries, Inc.		
Street Address:	4400 Alliance Gateway Pwy., #154		
City:	Fort Worth		
State/Country:	TEXAS		
Postal Code:	76177		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3080472	ACSELLERATE	
CORRESPONDENCE DATA			
Fax Number:	(312)902-1061		
Phone:	312.577.8034		
Email:	oscar.ruiz@kattenlaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Oscar Ruiz c/o Katten Muchin Rosenman		
Address Line 1:	525 West Monroe Street		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	337968-44		
NAME OF SUBMITTER:	Oscar Ruiz		
Signature:	/Oscar Ruiz/		

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TRADEMARK
REEL: 004651 FRAME: 0190

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Date:

10/28/2011

Total Attachments: 4

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RELEASE OF LIEN IN TRADEMARKS (FIRST LIEN)

This RELEASE OF LIEN IN TRADEMARKS (FIRST LIEN) is dated as of October 17, 2011 (this "**Release**"), by SILVER POINT FINANCE, LLC, a Delaware limited liability company, located at Two Greenwich Plaza, Greenwich, Connecticut 06830, as Collateral Agent (in such capacity, the "**Assignor**"), in favor of ECOMMERCE INDUSTRIES, INC., a Delaware corporation, located at 4400 Alliance Gateway Freeway, Suite #154, Fort Worth, Texas 76177 (the "**Assignee**").

WITNESSETH:

WHEREAS, Assignor and Assignee, among other parties, entered into (i) a First-Lien Credit and Guarantee Agreement dated as of April 6, 2007 (as amended, supplemented or otherwise modified from time to time, the "**Credit Agreement**"), (ii) a First-Lien Pledge and Security Agreement dated as of April 6, 2007 (as amended, supplemented or otherwise modified from time to time, the "**Security Agreement**"), and (iii) a Trademark Security Agreement (First Lien), dated as of September 15, 2010 (the "**Trademark Security Agreement**"), which was recorded with the United States Patent and Trademark Office on September 21, 2011 at Reel/Frame No. 004282/0599;

WHEREAS, pursuant to the Trademark Security Agreement, the Assignee granted to Assignor, its successors and its assigns, for the benefit of the Secured Parties, a security interest in all of their respective right, title or interest in or to any and all of the following assets and properties now owned or at any time hereafter acquired by them or in which they now have or at any time in the future may acquire any right, title or interest (collectively, the "**Trademark Collateral**");

- (i) all United States, state and foreign trademarks, trade names, corporate names, company names, business names, domain names, fictitious business names, trade styles, service marks, certification marks, collective marks, logos and other source or business identifiers, designs and general tangibles of a like nature, all registrations and recordings thereof, and all applications in connection therewith, whether in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State thereof or any other country or any political subdivision thereof, or otherwise, and all common-law rights related thereto, including, without limitation, any of the foregoing referred to in Schedule I thereto (as such schedule may be amended or supplemented from time to time), and all rights corresponding thereto throughout the world;
- (ii) all of the goodwill of the business connected with the use of and symbolized by the foregoing;
- (iii) all extensions and renewals of the foregoing; and
- (iv) the right to sue for past, present and future infringement, misappropriation, or other violation of any of the foregoing or for any injury to goodwill; and all proceeds of the foregoing, including, without limitation, royalties, income, payments, claims, damages, and proceeds of suit.

WHEREAS, Assignee has paid and performed in full the Borrower Obligations, including the Guarantees, and the Assignor desires to terminate and release its security interest in the Trademark Collateral.

NOW THEREFORE, in consideration of the premises and for good and valuable consideration, the sufficiency of which is hereby acknowledged, the Assignor hereby agrees as follows:

SECTION 1. Terms. Capitalized terms used in this Agreement and not otherwise defined herein have the meanings specified in the Security Agreement. The rules of construction specified in Section 1.2 of the Security Agreement also apply to this Agreement.

SECTION 2. Release of Security Interest. Assignor hereby releases and terminates its security interest under the Trademark Security Agreement in all of the Trademark Collateral, including, but not limited to, the United States trademark set forth on Schedule I hereto, and hereby reassigns any and all interest that it may have therein to the Assignee.

SECTION 3. Filing of Release. Assignor hereby authorizes the filing of this Release in the United States Patent and Trademark Office and any applicable foreign patent registry office, by the Assignee, at Assignee's sole cost and expense.

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IN WITNESS WHEREOF, the parties hereto have duly executed this RELEASE
OF LIEN IN TRADEMARKS (FIRST LIEN) as of the day and year first above written.

SILVER POINT FINANCE, LLC,
("Assignor")

By: 

Name:

Title:

Frederick H. Fogel
Authorized Signatory

Schedule I

RELEASE OF LIEN IN TRADEMARKS (FIRST LIEN)

Trademark Registration

Mark	Jurisdiction	Registration or Serial Number
ACSELLERATE	United States	3,080,472