

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Electronic Imaging Services, LLC		01/27/2012	LIMITED LIABILITY COMPANY: ARKANSAS

RECEIVING PARTY DATA

Name:	Wells Fargo Bank, National Association
Street Address:	1525 West W.T. Harris Blvd.
Internal Address:	Mail Code 0680
City:	Charlotte
State/Country:	NORTH CAROLINA
Postal Code:	28262
Entity Type:	National Association: UNITED STATES

PROPERTY NUMBERS Total: 35

Property Type	Number	Word Mark
Serial Number:	85313618	ISMINSIGHTS
Serial Number:	85447995	AISLEWISE
Serial Number:	85447974	AISLEWISE
Serial Number:	85447955	AISLEWISE
Serial Number:	85447936	AISLEWISE
Serial Number:	85447919	AISLEWISE
Serial Number:	85341313	ECOAISLES
Serial Number:	85341352	ECOAISLES
Serial Number:	85341340	ECOAISLES
Serial Number:	85341289	ECOAISLES
Registration Number:	3928553	ADSIGNS
Registration Number:	3842527	MAXIMIZE THE SHELFEDGE
Registration Number:	3718017	MAXIMIZE THE SHELFEDGE

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Registration Number:	3846045	SHELFSTRIPS
Registration Number:	3846044	SHELFSTRIPS
Registration Number:	3846043	SHELFSTRIPS
Registration Number:	3929116	ISMADS
Registration Number:	3929115	ISMADS
Registration Number:	3808057	PEGASSIST
Registration Number:	3808056	PEGASSIST
Registration Number:	3808055	PEGASSIST
Registration Number:	3887126	PEGASSIST
Registration Number:	3797025	KAMELEON
Registration Number:	3797024	KAMELEON
Registration Number:	3797023	HEALTHY AISLES
Registration Number:	3797022	HEALTHY AISLES
Registration Number:	3804257	HEALTHY AISLES
Registration Number:	3804256	HEALTHY AISLES
Registration Number:	3723497	KAMELEON
Registration Number:	3723496	KAMELEON
Registration Number:	3796549	PEGASSIST
Registration Number:	3880462	PEGASSIST
Registration Number:	3796548	PEGASSIST
Registration Number:	3796547	PEGASSIST
Registration Number:	3391355	EASY TO EAT WELL

CORRESPONDENCE DATA

Fax Number: (404)572-5100
 Email: mrussell@kslaw.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Correspondent Name: King & Spalding
 Address Line 1: 1180 Peachtree Street
 Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	18464.015122
NAME OF SUBMITTER:	Mark Russell
Signature:	/Mark Russell/
Date:	01/31/2012

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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Gentlemen:

Please be advised that (a) pursuant to the Amended and Restated Security Agreement dated as of January 27, 2012 (as the same may be amended, modified, extended, restated, replaced, or supplemented from time to time, the "Security Agreement"), by and among the Obligors party thereto (each an "Obligor" and collectively, the "Obligors") and Wells Fargo Bank, National Association, as Administrative Agent (the "Administrative Agent") for the secured parties referenced therein (the "Secured Parties"), the undersigned Obligor has granted a continuing security interest in and continuing lien upon the trademarks, trademark licenses and trademark applications shown on Schedule 1 attached hereto (the "Trademarks") to the Administrative Agent for the ratable benefit of the Secured Parties and (b) the undersigned hereby grants to the Administrative Agent, for the ratable benefit of the Secured Parties, a continuing security interest in, and a right to set off against, any and all right, title and interest of such Obligor in and to the Trademarks.

The Obligors and the Administrative Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the security interest in the Trademarks (i) may only be terminated in accordance with the terms of the Security Agreement and (ii) is not to be construed as an assignment of any Trademark.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

Very truly yours,

ELECTRONIC IMAGING SERVICES, LLC

By: 
Name: _____
Title: VP

Acknowledged and Accepted:

WELLS FARGO BANK, NATIONAL ASSOCIATION,
as Administrative Agent

By: _____
Name: _____
Title: _____

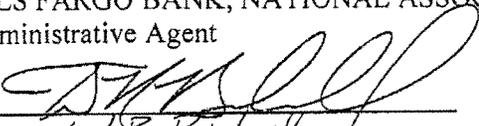
Very truly yours,

ELECTRONIC IMAGING SERVICES, LLC

By: _____
Name: _____
Title: _____

Acknowledged and Accepted:

WELLS FARGO BANK, NATIONAL ASSOCIATION,
as Administrative Agent

By: 
Name: W.R. Birdwell
Title: SVP

Schedule 1

Filing Date	Serial Number	Mark	Registration Number	Owner
05/05/2011	85313618	ISMInsights		Electronic Imaging Services, Inc.
10/14/2011	85447995	AisleWise		Electronic Imaging Services, Inc.
10/14/2011	85447974	AisleWise		Electronic Imaging Services, Inc.
10/14/2011	85447955	AisleWise		Electronic Imaging Services, Inc.
10/14/2011	85447936	AisleWise		Electronic Imaging Services, Inc.
10/14/2011	85447919	AisleWise		Electronic Imaging Services, Inc.
06/08/2011	85341313	ecoAisles		Electronic Imaging Services, Inc.
06/08/2011	85341352	ecoAisles		Electronic Imaging Services, Inc.
06/08/2011	85341340	ecoAisles		Electronic Imaging Services, Inc.
06/08/2011	85341289	ecoAisles		Electronic Imaging Services, Inc.
07/16/2010	85086888	adSigns	3928553	Electronic Imaging Services, Inc.
04/09/2009	77710397	MAXIMIZE THE SHELFEDGE	3842527	Electronic Imaging Services, Inc.
04/09/2009	77710385	MAXIMIZE THE SHELFEDGE	3718017	Electronic Imaging Services, Inc.
03/26/2009	77699916	shelfStrips	3846045	Electronic Imaging Services, Inc.
03/26/2009	77699876	shelfStrips	3846044	Electronic Imaging Services, Inc.
03/26/2009	77699865	shelfStrips	3846043	Electronic Imaging Services, Inc.
03/26/2009	77699700	ISMAds	3929116	Electronic Imaging Services, Inc.
03/26/2009	77699685	ISMAds	3929115	Electronic Imaging Services, Inc.
03/19/2009	77695249	pegAssist	3808057	Electronic Imaging Services, Inc.
03/19/2009	77695227	pegAssist	3808056	Electronic Imaging Services, Inc.

				Inc.
03/19/2009	77695197	pegAssist	3808055	Electronic Imaging Services, Inc.
03/19/2009	77695179	pegAssist	3887126	Electronic Imaging Services, Inc.
03/03/2009	77682180	KAMELEON	3797025	Electronic Imaging Services, Inc.
03/03/2009	77682162	KAMELEON	3797024	Electronic Imaging Services, Inc.
03/03/2009	77682142	healthyAisles	3797023	Electronic Imaging Services, Inc.
03/03/2009	77682123	healthyAisles	3797022	Electronic Imaging Services, Inc.
03/03/2009	77682105	healthyAisles	3804257	Electronic Imaging Services, Inc.
03/03/2009	77682091	healthyAisles	3804256	Electronic Imaging Services, Inc.
10/03/2008	77585322	kameleon	3723497	Electronic Imaging Services, Inc.
10/03/2008	77585301	kameleon	3723496	Electronic Imaging Services, Inc.
08/20/2008	77551940	PegAssist	3796549	Electronic Imaging Services, Inc.
08/20/2008	77551918	PegAssist	3880462	Electronic Imaging Services, Inc.
08/20/2008	77551869	PegAssist	3796548	Electronic Imaging Services, Inc.
08/20/2008	77551846	PegAssist	3796547	Electronic Imaging Services, Inc.
06/27/2007	77216560	Easy to Eat Well	3391355	Electronic Imaging Services, Inc.