

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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
FirstMerit Bank, N.A.		01/30/2012	national association: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Strive Group, LLC		
<b>Street Address:</b>	350 North Clark Street		
<b>Internal Address:</b>	Suite 300		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60654		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: ILLINOIS		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2919283	THE STRIVE GROUP	
<b>Registration Number:</b>	3968972	STRIVE LOGISTICS	
<b>Registration Number:</b>	3972827	STRIVE LOGISTICS SL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)978-8675		
<b>Phone:</b>	414 277 5675		
<b>Email:</b>	marta.levine@quarles.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Marta S. Levine		
<b>Address Line 1:</b>	Quarles & Brady LLP		
<b>Address Line 2:</b>	411 East Wisconsin Avenue		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>ATTORNEY DOCKET NUMBER:</b>	650005.00098		

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NAME OF SUBMITTER:	Marta S. Levine
Signature:	/MartaLevine/
Date:	03/08/2012
<b>Total Attachments: 3</b> source=Lien Release Trademarks_TheStriveGroup_FirstMeritBankNA#page1.tif source=Lien Release Trademarks_TheStriveGroup_FirstMeritBankNA#page2.tif source=Lien Release Trademarks_TheStriveGroup_FirstMeritBankNA#page3.tif	

**RELEASE OF ASSIGNMENT FOR SECURITY OF TRADEMARKS**

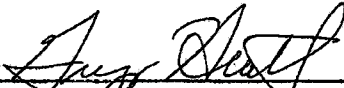
THIS RELEASE is made as of this 30 day of January, 2012, by FIRSTMERIT BANK, N.A., as Agent ("Bank"), in favor of THE STRIVE GROUP, LLC, an Illinois limited liability company ("Company").

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, Bank hereby unconditionally and expressly releases, terminates, and extinguishes any and all of its right, title and interest in and to any and all liens and security interests it may have upon the trademarks listed on Schedule A attached hereto and made a part hereof, which liens and security interests were established under and pursuant to that certain Trademark Security Agreement, dated as of March 15, 2011, made by Company in favor of Bank, which was recorded with the United States Patent and Trademark Office on March 15, 2011 at Reel 004498/Frame 0270.

Bank consents and agrees to execute and deliver, at the request and cost of Company, such further instruments, documents and release forms as Company may reasonably request to more effectively, release, terminate and extinguish any such liens and security interests upon such trademarks.

This Release shall be binding upon Bank's legal representatives, assigns and successors.

FIRSTMERIT BANK, N.A., as Agent

By:   
Name: GABE HERTEN  
Title: VICE PRESIDENT

Trademark Release

TRADEMARK  
REEL: 004733 FRAME: 0277

**SCHEDULE A**

**TRADEMARKS**

<b>TRADEMARK</b>	<b>FEDERAL REGISTRATION NUMBER</b>	<b>REGISTRATION DATE</b>
THE STRIVE GROUP	2919283	1/18/05

**TRADEMARK APPLICATIONS**

<b>TRADEMARK</b>	<b>FEDERAL APPLICATION NUMBER</b>	<b>APPLICATION DATE</b>
STRIVE LOGISTICS SL	85005454	4/2/2010
STRIVE LOGISTICS	85005463	4/2/2010

Schedule A