

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Release of Security Interest

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ahold U.S.A., Inc.		04/17/2012	CORPORATION: MARYLAND

RECEIVING PARTY DATA

Name:	Modiv Media, Inc.
Street Address:	250 Hancock Street
Internal Address:	Suite 502N
City:	Quincy
State/Country:	MASSACHUSETTS
Postal Code:	02169
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	3106804	
Registration Number:	3167843	MOBILE LIME
Serial Number:	77198384	MODIV MEDIA
Serial Number:	77198387	MODIV
Registration Number:	2878894	MOBILELIME
Registration Number:	3366853	DELIVISION
Registration Number:	3096301	CUESOL

CORRESPONDENCE DATA

Fax Number: 7037707901
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (703) 770-7516
 Email: susan.trader@pillsburylaw.com
 Correspondent Name: PILLSBURY WINTHROP SHAW PITTMAN LLP

CH \$190.00 3106804

Address Line 1: 1650 Tysons Boulevard
Address Line 2: P. O. Box 10500
Address Line 4: McLean, VIRGINIA 22102

ATTORNEY DOCKET NUMBER: 071843-0000009

NAME OF SUBMITTER: Bradford C. Blaise

Signature: /Bradford C. Blaise/

Date: 04/18/2012

Total Attachments: 5

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**RELEASE OF SECURITY INTEREST IN AND TO THE COLLATERAL
PURSUANT TO THE PATENT AND TRADEMARK COLLATERAL
SECURITY AGREEMENT**

THIS RELEASE OF SECURITY INTERESTS (this “**Release**”), is executed by and between AHOLD U.S.A., INC., a Maryland business corporation with a principal place of business at 1385 Hancock St., Quincy, MA 02169 (the “**Secured Party**”) and MODIV MEDIA, INC., a Delaware business corporation with its principal place of business at 250 Hancock Street, Suite 502N, Quincy, MA 02169 (the “**Borrower**”).

WHEREAS, the Secured Party was previously granted security interests in and to certain Intellectual Property Assets listed in Schedules A and B attached hereto by virtue of a Patent and Trademark Collateral Security Agreement dated April 21, 2002.

WHEREAS, the Secured Party now desires to release said security interests in favor of Borrower pursuant to a Payoff Letter, dated as April 17, 2012 (“**Payoff Letter**”), having both the Secured Party and Borrower as parties.

NOW, THEREFORE, for and in consideration of the premises and mutual promises in the Payoff Letter and herein contained, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Secured Party and Borrower agree as follows:

The Secured Party releases any and all security interests in and to the Intellectual Property Assets listed in Schedule A in favor of Borrower.

IN WITNESS WHEREOF, the Secured Party and Borrower execute this Release under seal as of the date and year first written below.

MODIV MEDIA, INC.

By:  Date: _____
Michael Grimes
Chief Executive Officer

AHOLD U.S.A., INC.

By: _____ Date: _____

IN WITNESS WHEREOF, the Secured Party and Borrower execute this Release under seal as of the date and year first written below.

MODIV MEDIA, INC.

By: _____ Date: _____
Michael Grimes
Chief Executive Officer

AHOLD U.S.A., INC.

By: Thomas A. Hipple Date: 4/16/12
Thomas A. Hipple
EVP & General Counsel

SCHEDULE A

Modiv Media Patents and Patent Applications

Country	Serial No.	Title
United States	11/607,283	Service-Queue-Management and Production-Management System and Method
	10/691,459	System Describing the Method of Generating Distributing and Redeeming Coupons in SMS (Short Message Service) MMS (Multi-Media Message) or Voice Formats for a Mobile Device
	11/209,862	System and Method for User Controlled Log-in; Interacting and Log-Out
	11/486,707	System and Method for Administering a Loyalty Program and Processing Payments
	11/952,768	System for Queue and Service Management
	12/195,209	Zone Tracking System and Method
	13/181,049	System and Method for a Media Delivery Services Platform for Targeting Consumers in Real Time
	13/224,182	System and Method for a Media Delivery Services Platform for Targeting Consumers in Real Time
Japan	2005-501,647	System and Method for Coordinating Transaction
	2004-547,073	System for the Distribution, redemption and use of electronic promotions
EU	06844783.8	System and Method for integrating multiple customer ordering channels
PCT	PCT/US2008/085221	System for Service queue management

SCHEDULE B

Modiv Media Trademarks and Trademark Applications

Country	Serial No.	Registration No.	Word Mark
United States		3,106,804	
		3,167,843	MOBILELIME
	77198384		MODIV MEDIA
	77198387	3,886,597	MODIV
		2,878,894	MOBILELIME
		3,366,853	DELIVISION
		3,096,301	CUESOL
WIPO	882598	882598	MOBILELIME
EU	4832259	4832259	Misc. Design
	006486401	006486401	MODIV MEDIA
Japan	A0003610		MOBILELIME
	2006-001,694	5,012,505	Misc. Design
Canada	1374790		MODIV