

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Ansira Partners, LLC	FORMERLY Razor Business Consultants, LLC	05/04/2012	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The PrivateBank and Trust Company		
<b>Street Address:</b>	1401 S. Brentwood Blvd.		
<b>City:</b>	St. Louis		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63144		
<b>Entity Type:</b>	banking corporation: ILLINOIS		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1365893	OPTIMAIL	
<b>Registration Number:</b>	3281039	CUSTOM BUILT RETAIL MARKETING	
<b>Registration Number:</b>	3337527	CUSTOM BUILT MARKETING SOLUTIONS	
<b>Registration Number:</b>	3451587	PRECISION MARKETING ONLINE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3148548660		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	3148548646		
<b>Email:</b>	kji@carmodymacdonald.com		
<b>Correspondent Name:</b>	Katherine Iffrig		
<b>Address Line 1:</b>	120 S. Central Avenue, Suite 1800		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63105		
<b>NAME OF SUBMITTER:</b>	Katherine Iffrig		

OP \$115.00 1365893

Signature:	/Katherine Iffrig/
Date:	05/07/2012
<b>Total Attachments: 6</b> source=Patent and Trademark Security Agreement - APLLC (executed) (902614)#page1.tif source=Patent and Trademark Security Agreement - APLLC (executed) (902614)#page2.tif source=Patent and Trademark Security Agreement - APLLC (executed) (902614)#page3.tif source=Patent and Trademark Security Agreement - APLLC (executed) (902614)#page4.tif source=Patent and Trademark Security Agreement - APLLC (executed) (902614)#page5.tif source=Patent and Trademark Security Agreement - APLLC (executed) (902614)#page6.tif	

## PATENT AND TRADEMARK SECURITY AGREEMENT

THIS PATENT AND TRADEMARK SECURITY AGREEMENT (this "**Agreement**"), dated as of May 4, 2012, by ANSIRA PARTNERS, LLC, a Delaware limited liability company (the "**Grantor**"), in favor of THE PRIVATEBANK AND TRUST COMPANY, as Administrative Agent (herein, together with its successors and assigns in such capacity, the "**Administrative Agent**") for the benefit of itself and the Lenders (as defined below).

### RECITALS

A. The Grantor, Mercury Werks, LLC, a Delaware limited liability company, and Ansira Partners, Inc., a Delaware corporation (collectively, the "**Borrowers**") have entered into a Loan and Security Agreement dated as of the date hereof (as amended, restated, supplemented or otherwise modified from time to time, the "**Loan Agreement**") with the financial institutions that are or may from time to time become parties thereto (together with their respective successors and permitted assigns, the "**Lenders**") and the Administrative Agent, pursuant to which the Lenders have agreed to make Loans to, and issue Letters of Credit for, the account of Grantor.

B. Pursuant to the Loan Agreement, the Grantor is required to execute and deliver to the Administrative Agent this Agreement.

C. Pursuant to the terms of the Loan Agreement, Grantor has granted to the Administrative Agent for itself and the Lenders, a security interest in substantially all the assets of the Grantor, including all right, title and interest of the Grantor in, to and under all now owned and hereafter acquired patents, patent applications, patent licenses, trademarks, trademark applications and trademark licenses, and all products and proceeds thereof, to secure the payment of all amounts owing by the Borrowers under the Loan Agreement.

In consideration of the mutual agreements set forth herein and in the Loan Agreement, the Grantor does hereby grant to the Administrative Agent for itself and the Lenders a continuing security interest in all of Grantor's right, title and interest in, to and under the following, whether presently existing or hereafter created or acquired:

- (1) each trademark and trademark application, including, without limitation, each trademark registration and trademark application referred to in Schedule I annexed hereto, together with any reissues, continuations or extensions thereof and all goodwill associated therewith;
- (2) each trademark license, including without limitation, each exclusive license for trademark registration(s) listed on Schedule I annexed hereto, together with all goodwill associated therewith;
- (3) all products and proceeds of the foregoing, including, without limitation, any claim by the Grantor against third parties for past, present or future infringement of any trademark, including, without limitation, any trademark registration referred to in Schedule I annexed hereto or any trademark issued pursuant to a trademark application referred to in Schedule I and any trademark licensed under any exclusive license for trademark

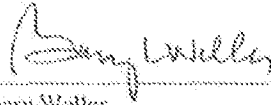
registration(s) listed on Schedule 1 annexed hereto (items 1 through 3 being herein, exclusive of any of the foregoing that constitutes "Excluded Collateral" for so long as it remains Excluded Collateral, collectively referred to as the "**Trademark Collateral**");

- (4) each patent and patent application, including without limitation, each patent and patent application referred to in Schedule 2 annexed hereto, together with any reissues, continuations or extensions thereof and all goodwill associated therewith;
- (5) each patent license, including, without limitation, each patent license listed on Schedule 2 annexed hereto, together with all goodwill associated therewith;
- (6) all products and proceeds of the foregoing, including, without limitation, any claim by the Grantor against third parties for past, present or future infringement of any patent, including, without limitation, any patent referred to in Schedule 2 annexed hereto, any patent issued pursuant to a patent application referred to in Schedule 2 and any patent license under any patent license listed on Schedule 2 annexed hereto (items 4 through 6 being herein, exclusive of any of the foregoing that constitutes "Excluded Collateral" for so long as it remains Excluded Collateral, collectively referred to as the "**Patent Collateral**").

This security interest and Lien is granted in conjunction with the security interests and Liens granted to the Administrative Agent for itself and the Lenders pursuant to the Loan Agreement. The Grantor hereby acknowledges and affirms that the rights and remedies of the Administrative Agent and the Lenders with respect to the security interest in the Trademark Collateral and the Patent Collateral made and granted hereby are more fully set forth in the Loan Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. Capitalized terms used but not defined herein have the respective meanings ascribed thereto in the Loan Agreement.

The Grantor has caused this Patent and Trademark Security Agreement to be duly executed by its duly authorized officer hereunto as of the date first set forth above.

ANSIRA PARTNERS, L.L.C.  
a Delaware limited liability company

By:   
Name: Gary Weller  
Title: Executive Vice President and  
Chief Financial Officer

Acknowledged:  
THE PRIVATEBANK AND TRUST COMPANY,  
as Administrative Agent

By: \_\_\_\_\_  
Name: Thomas P. Shaner  
Title: Managing Director

The Grantor has caused this Patent and Trademark Security Agreement to be duly executed by its duly authorized officer thereunto as of the date first set forth above.

ANSIRA PARTNERS, LLC  
a Delaware limited liability company

By: \_\_\_\_\_  
Name: Gary Weller  
Title: Executive Vice President and  
Chief Financial Officer

Acknowledged:  
THE PRIVATEBANK AND TRUST COMPANY,  
as Administrative Agent

By:  \_\_\_\_\_  
Name: Thomas P. Shaner  
Title: Managing Director

**SCHEDULE I**

(Trademark Collateral)

COUNTY	MARK	APP NO.	REG. NO.	OWNER
United States	OPTIMAIL	73/518350	1365893	Ansira Partners, LLC
United States	Custom Built Retail Marketing	77/055339	3281039	Ansira Partners, LLC
United States	Custom Built Marketing Solutions	77/102471	3337527	Ansira Partners, LLC
United States	Precision Marketing Online	77/247404	3451587	Ansira Partners, LLC

SCHEDULE 2

(Patent Collateral)

None