

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Termination and Release of Security Interest in Intellectual Property		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Triplepoint Capital LLC		05/09/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Brand Ideas, Inc.		
Street Address:	2301 Rosecrans Avenue, Suite 1150		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3514212	BEAUTY WITH INTELLIGENCE	
CORRESPONDENCE DATA			
Fax Number:	9194168328		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	9192868041		
Email:	pto_tmconfirmation@mvalaw.com		
Correspondent Name:	Moore & Van Allen PLLC		
Address Line 1:	430 Davis Drive		
Address Line 2:	Suite 500		
Address Line 4:	Morrisville, NORTH CAROLINA 27560		
ATTORNEY DOCKET NUMBER:	327000-11568 JES		
NAME OF SUBMITTER:	John E. Slaughter		
Signature:	/John E. Slaughter/		

OP \$40.00 3514212

Date:

05/17/2012

Total Attachments: 3

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**TERMINATION AND RELEASE OF SECURITY INTEREST
IN INTELLECTUAL PROPERTY**

This **TERMINATION AND RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY**, dated as of May 4, 2012 ("Release"), is made by **TRIPLEPOINT CAPITAL LLC**, a Delaware limited liability company ("Lender") in favor of **BRAND IDEAS, INC.**, a Delaware corporation ("Grantor").

WHEREAS, pursuant to the Plain English Security Agreement dated as of February 29, 2008 by and among Lender, Grantor, and other guarantors party thereto ("Security Agreement") and the Plain English Intellectual Property Security Agreement dated as of February 29, 2008 by and among Lender and Grantor ("IP Security Agreement"), Grantor granted to Lender a lien on and security interest in all the present and future rights, title, and interest of Grantor in the Intellectual Property Collateral (as defined in the IP Security Agreement); and

WHEREAS, the IP Security Agreement was recorded at the United States Patent and Trademark Office ("USPTO") on April 2, 2008 at Reel 3751 Frame 0142.

NOW THEREFORE, in consideration of the mutual promises and undertakings set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and with the intention of being legally bound hereby, Lender and Grantor agree as follows:

SECTION 1. Defined Terms. Capitalized terms used herein without definition shall have the meanings ascribed to such terms in the Security Agreement or IP Security Agreement.

SECTION 2. Termination and Release. Lender hereby:

(a) absolutely, unconditionally and irrevocably terminates the IP Security Agreement and any other agreement under which Grantor has granted a collateral mortgage, pledge, hypothecation, grant, assignment, lien, or security interest in, to, and under the Intellectual Property Collateral;

(b) absolutely, unconditionally and irrevocably terminates, cancels, forever discharges, and releases the collateral assignment, mortgage, pledge, and hypothecation and lien on and security interest in and to the right, title, and interest in, to, and under the Intellectual Property Collateral, including the Intellectual Property Collateral listed on Schedule A attached hereto;

(c) represents and warrants that it has full authority to execute and deliver this Release; and

(d) authorizes and requests the recordation of this Release with the USPTO.

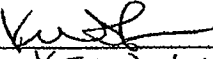
SECTION 3. Further Assurances. Lender hereby agrees to duly execute, acknowledge, procure and deliver any further documents and to do such other acts as may be reasonably necessary to effect the security interest release contemplated herein. To the extent that any other filings with any other governmental authority have been made with respect to any of the Intellectual Property Collateral, Lender will execute and deliver a reasonable release or other instrument that will terminate any such filing and/or release any interests conveyed therein.

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IN WITNESS WHEREOF, the Lender has caused this Release to be duly executed as of the date first set forth above.

Lender:

TRIPLEPOINT CAPITAL LLC

By: 
Name: KEN W. THORNE
Title: SVP LEGAL

Schedule A

U.S. Trademark Subject to Security Interest
Granted by Brand Ideas, Inc.
In Favor of Triplepoint Capital LLC
Recorded April 2, 2008 at Reel 3751 Frame 0142

Registered Mark

Mark	Registration No.	Registration Date
BEAUTY WITH INTELLIGENCE	3514212	10/07/08

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