

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|--|---|---|------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| American TV & Appliance of Madison, Inc. | | 05/31/2012 | CORPORATION: WISCONSIN |
| RECEIVING PARTY DATA | | | |
| Name: | BMO Harris Bank N.A. | | |
| Street Address: | 115 S. LaSalle Street, 12W | | |
| City: | Chicago | | |
| State/Country: | ILLINOIS | | |
| Postal Code: | 60603 | | |
| Entity Type: | National Banking Association: UNITED STATES | | |
| PROPERTY NUMBERS Total: 12 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77738329 | GREEN LIFESTYLE | |
| Serial Number: | 75422503 | REST ASSURED PROMISE | |
| Serial Number: | 75422091 | VALUE ROOMS | |
| Serial Number: | 75414088 | FOR THE LATEST IN STYLE & FASHION | |
| Serial Number: | 75414087 | AMERICAN FOR YOUR HOME | |
| Serial Number: | 75414085 | DELIVERY WHEN YOU WANT IT! | |
| Serial Number: | 75402394 | GOLD COLLECTION | |
| Serial Number: | 75401640 | CUSTOM ORDER EXPRESS | |
| Serial Number: | 75401639 | VALUE COLLECTION | |
| Serial Number: | 75401638 | AMERICAN FOR YOUR HOME | |
| Serial Number: | 75401613 | GREAT QUALITY AT PRICES AMERICAN IS FAMOUS FOR! | |
| Serial Number: | 75063186 | PRICE CHECKS | |
| CORRESPONDENCE DATA | | | |

Fax Number: 3128637443

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

Phone: 3122014000

Email: kristina.bunker@goldbergkohn.com

Correspondent Name: Goldberg Kohn Ltd. c/o Kristina Bunker

Address Line 1: 55 East Monroe Street, Suite 3300

Address Line 4: Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:

3630.129

NAME OF SUBMITTER:

Kristina Bunker

Signature:

/kb/

Date:

07/10/2012

Total Attachments: 6

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TRADEMARK SECURITY AGREEMENT

TRADEMARK SECURITY AGREEMENT (as amended, restated, supplemented or otherwise modified from time to time, this "Agreement") dated as of May 31, 2012 by AMERICAN TV & APPLIANCE OF MADISON, INC., a Wisconsin corporation ("Grantor"), in favor of BMO HARRIS BANK N.A., as lender ("Lender").

W I T N E S S E T H:

WHEREAS, pursuant to that certain Second Amended and Restated Loan and Security Agreement, dated as of May 31, 2012 (as amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement") among Grantor and Lender, Lender agreed to make certain loans and other financial accommodations for the benefit of Grantor;

WHEREAS, Lender is willing to continue to make the loans and other financial accommodations as provided for in the Credit Agreement on the condition, among others, that Grantor shall have executed and delivered to Lender this Agreement;

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantor hereby agrees as follows:

1. DEFINED TERMS. All capitalized terms used but not otherwise defined herein have the meanings given to them in the Credit Agreement. The term "Trademarks" shall mean all of Grantor's trademarks, trademark registrations, trademark applications, trade names, corporate names, company names, business names, fictitious business names, trade styles, service marks, other business identifiers, prints and labels on which any of the foregoing have appeared or appear, all registrations and recordings thereof, and all applications in connection therewith (other than "intent to use" applications until a verified statement of use is filed with respect to such applications), including, without limitation, the trademarks, trade names, service marks, registrations and applications listed on Schedule 1 attached hereto and hereby made a part hereof, and all renewals, extensions and continuations of any of the foregoing, and all income, royalties, damages and payments now and hereafter due and/or payable under or with respect to any of the foregoing, including, without limitation, damages and payments for past, present or future infringements of any of the foregoing and the right to sue for past, present and future infringements of any of the foregoing.

2. GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL. To secure the Secured Obligations, Grantor hereby grants to Lender a continuing first priority 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 (collectively, the "Trademark Collateral"):

(a) each Trademark listed on Schedule 1 annexed hereto, together with any reissues, continuations or extensions thereof, and all of the goodwill of the business connected with the use of, and symbolized by, each Trademark; and

(b) all products and proceeds of the foregoing, including, without limitation, any claim by Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark or (ii) injury to the goodwill associated with any Trademark.

3. AGREEMENT; CREDIT AGREEMENT. The security interests granted pursuant to this Agreement are granted in conjunction with the security interests granted to Lender pursuant to the Credit Agreement. Grantor hereby acknowledges and affirms that the rights and remedies of Lender with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Credit Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

4. COUNTERPARTS. This Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Agreement by signing and delivering one or more counterparts.

5. SEVERABILITY. In the event and to the extent that any provision hereof shall be deemed to be invalid or unenforceable by reason of the operation of any law or by reason of the interpretation placed thereon by any court, this Agreement shall to such extent be construed as not containing such provision, but only as to such locations where such law or interpretation is operative, and the invalidity or unenforceability of such provision shall not affect the validity of any remaining provisions hereof, and any and all other provisions hereof which are otherwise lawful and valid shall remain in full force and effect.

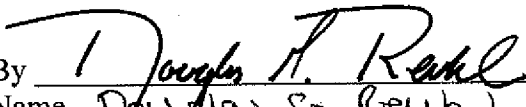
6. ASSIGNMENTS. This Agreement shall create a continuing lien on and security interest in the Trademark Collateral and shall be binding upon Grantor and its successors and assigns and shall inure to the benefit of the Lender and its successors and permitted assigns.

7. GOVERNING LAW. This Agreement, and the rights and duties of the parties hereto, shall be construed and determined in accordance with the internal laws of the State of Illinois.

[signature page follows]

IN WITNESS WHEREOF, Grantor has caused this Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

AMERICAN TV & APPLIANCE OF MADISON,
INC., as Grantor

By 
Name Douglas C. Beuhl
Title President

ACCEPTED AND ACKNOWLEDGED BY:

BMO HARRIS BANK N.A., as Lender

By _____
Name _____
Title _____

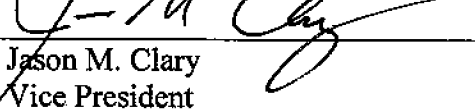
IN WITNESS WHEREOF, Grantor has caused this Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

AMERICAN TV & APPLIANCE OF MADISON,
INC., as Grantor

By _____
Name _____
Title _____

ACCEPTED AND ACKNOWLEDGED BY:

BMO HARRIS BANK N.A., as Lender

By  _____
Name Jason M. Clary
Title Vice President

SCHEDULE I
to
TRADEMARK SECURITY AGREEMENT

TRADEMARKS

| MARK | SERIAL NUMBER | STATUS | REGIS. NUMBER | REGIS. DATE | FIRST USE DATE | INTENT TO USE | OWNER |
|-----------------------------------|--------------------------|---------------|--------------------------|------------------------|---------------------------|--------------------------|--|
| Green Lifestyle | 77738329 | Registered | 09/21/2010 | 3851050 | 05/14/2009 | NO | American TV & Appliance of Madison, Inc. |
| Rest Assured Promise | 75422503 | Registered | 2233997 | 03/23/1999 | 10/05/1997 | NO | American TV & Appliance of Madison, Inc. |
| Value Rooms | 75422091 | Registered | 2236687 | 04/06/1999 | 10/05/1997 | NO | American TV & Appliance of Madison, Inc. |
| For the Latest in Style & Fashion | 75414088 | Registered | 2233926 | 03/23/1999 | 04/27/1997 | NO | American TV & Appliance of Madison, Inc. |
| American For Your Home | 75414087 | Registered | 2233925 | 03/23/1999 | 04/27/1997 | NO | American TV & Appliance of Madison, Inc. |
| Delivery When You Want It! | 75414085 | Registered | 2233924 | 03/23/1999 | 04/27/1997 | NO | American TV & Appliance of Madison, Inc. |
| Gold Collection | 75402394 | Registered | 2236623 | 04/06/1999 | 04/27/1997 | NO | American TV & Appliance of Madison, Inc. |
| Custom Order Express | 75401640 | Registered | 2305239 | 01/04/2000 | 04/27/1997 | NO | American TV & Appliance of Madison, Inc. |
| Value Collection | 75401639 | Registered | 2235800 | 03/30/1999 | 04/27/1997 | NO | American TV & Appliance of Madison, Inc. |
| American For Your Home | 75401638 | Registered | 2322880 | 02/29/2000 | 04/27/1997 | NO | American TV & Appliance of Madison, Inc. |
| Great Quality At Prices | 75401613 | Registered | 2235799 | 03/30/1999 | 04/27/1997 | NO | American TV & Appliance of |

| MARK | SERIAL NUMBER | STATUS | REGIS. NUMBER | REGIS. DATE | FIRST USE DATE | INTENT TO USE | OWNER |
|----------------------------|------------------|------------|------------------|----------------|-------------------|------------------|--|
| American if Famous For! | | | | | | | Madison, Inc. |
| Price Checks | 75063186 | Registered | 2174179 | 07/21/1997 | 01/28/1996 | NO | American TV & Appliance of Madison, Inc. |