

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Termination and Release of Security Interest in Trademarks

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Fifth Third Bank		07/31/2012	Banking Corporation:

RECEIVING PARTY DATA

Name:	NewGround Resources, Inc.
Street Address:	15450 South Outer Forty Drive
Internal Address:	Suite 300
City:	Chesterfield
State/Country:	MISSOURI
Postal Code:	63017
Entity Type:	CORPORATION: DELAWARE

Name:	Bank Building Corporation
Street Address:	15450 South Outer Forty Drive
Internal Address:	Suite 300
City:	Chesterfield
State/Country:	MISSOURI
Postal Code:	63017
Entity Type:	CORPORATION: ILLINOIS

Name:	Adrenaline, Inc. (f/k/a The Compass Group)
Street Address:	15450 South Outer Forty Drive
Internal Address:	Suite 300
City:	Chesterfield
State/Country:	MISSOURI
Postal Code:	63017
Entity Type:	CORPORATION: CALIFORNIA

Name:	Digital Financial Network, LLC
Street Address:	15450 South Outer Forty Drive

CH \$890.00 2534334

Internal Address:	Suite 300
City:	Chesterfield
State/Country:	MISSOURI
Postal Code:	63017
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

Name:	NewGround Canada, Inc.
Street Address:	15450 South Outer Forty Drive
Internal Address:	Suite 300
City:	Chesterfield
State/Country:	MISSOURI
Postal Code:	63017
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 35

Property Type	Number	Word Mark
Registration Number:	2534334	NEWGROUND
Registration Number:	2621461	NEWGROUND
Registration Number:	2534335	NEWGROUND
Registration Number:	2645811	NEWGROUND
Registration Number:	2290268	NEWGROUND RESOURCES
Registration Number:	2307383	NEWGROUND RESOURCES
Registration Number:	2299923	NEWGROUND RESOURCES
Registration Number:	2307381	NEWGROUND RESOURCES
Registration Number:	2309022	NEWGROUND RESOURCES
Registration Number:	2645810	NG
Registration Number:	2654475	NG
Registration Number:	2562011	NG
Registration Number:	2573904	NG
Registration Number:	2645809	NG NEWGROUND
Registration Number:	2538407	NG NEWGROUND
Registration Number:	2538408	NG NEWGROUND
Registration Number:	2645812	NG NEWGROUND
Registration Number:	2654476	THE EXPERIENCE INFRASTRUCTURE PROVIDER
Registration Number:	2675059	THE EXPERIENCE INFRASTRUCTURE PROVIDER
Registration Number:	2654477	THE EXPERIENCE INFRASTRUCTURE PROVIDER

Registration Number:	2675060	THE EXPERIENCE INFRASTRUCTURE PROVIDER
Registration Number:	2659499	THE EXPERIENCE IS EVERYTHING
Registration Number:	2656617	THE EXPERIENCE IS EVERYTHING
Registration Number:	2654474	THE EXPERIENCE IS EVERYTHING
Registration Number:	0926265	BANK BUILDING
Registration Number:	1464870	BANK BUILDING CORPORATION
Registration Number:	2321136	MBI
Registration Number:	2207094	
Registration Number:	2366338	
Registration Number:	2466209	DIGITAL FINANCIAL NETWORK
Registration Number:	2357881	BANKMALL
Registration Number:	2400387	MEDIAMETRIC
Registration Number:	2721379	RETAIL UNIVERSITY
Registration Number:	2721378	RETAIL UNIVERSITY
Registration Number:	2721380	STERN MARKETING GROUP RETAIL UNIVERSITY

CORRESPONDENCE DATA

Fax Number: 3128278185

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

Email: valerie.swanson@klgates.com

Correspondent Name: K&L Gates LLP

Address Line 1: P.O. Box 1135

Address Line 4: Chicago, ILLINOIS 60690-1135

ATTORNEY DOCKET NUMBER:	3711869.00020
NAME OF SUBMITTER:	John Schreiner
Signature:	/John Schreiner/
Date:	08/06/2012

Total Attachments: 8

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TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS TERMINATION AND RELEASE OF SECURITY INTERESTS IN TRADEMARKS (this "Release") is made in favor of NewGround Resources, Inc., a Delaware corporation ("NGR"), Bank Building Corporation, an Illinois corporation ("BBC"), Adrenaline, Inc. (f/k/a The Compass Group), a California corporation ("Stern"), Digital Financial Network, LLC, a Delaware limited liability company ("DFN"), NewGround Canada, Inc., a Delaware corporation ("NCI"; NGR, BBC, Stern, DFN and NCI are herein referred to, collectively, as "Grantors" and, individually, as a "Grantor"), by Fifth Third Bank, an Ohio banking corporation (successor by merger with Fifth Third Bank, a Michigan banking corporation) ("Bank").

WHEREAS, each Grantor has granted to Bank a lien on and security interest in all of such Grantor's right, title and interest in and to the trademarks and trademark registrations set forth on Exhibit A attached hereto (collectively, the "Trademarks").

WHEREAS, Bank's lien and security interest in the Trademarks was recorded with the United States Patent and Trademark Office.

WHEREAS, Grantors have paid all of their outstanding indebtedness to Bank.

WHEREAS, Bank wishes to terminate, cancel and release all liens and security interests it has in and on the Trademarks and to reassign to each Grantor all right, title and interest such Grantor has in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Bank hereby terminates, cancels and releases all liens and security interests it has in and on the Trademarks and reassigns to each Grantor all right, title and interest such Grantor has in and to the Trademarks.

Bank shall take all further actions, and provide to each Grantor, its successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by such Grantor to more fully and effectively effectuate the purposes of this Release.

* * * * *

IN WITNESS WHEREOF, Bank has caused this Release to be executed by its duly authorized representatives as of this 31st day of July, 2012.

FIFTH THIRD BANK

By: [Signature]
Name: Lucas J. Barnett
Title: Assistant Vice President

ACKNOWLEDGMENT

STATE OF Michigan)
COUNTY OF Oakland)

On this 31st day of July, 2012, before me personally appeared Lucas J. Barnett, proved to me on the basis of satisfactory evidence to be the person who executed the foregoing instrument on behalf of Fifth Third Bank, who being by me duly sworn did depose and say that he/she is an authorized officer of said bank, that the said instrument was signed on behalf of said bank as authorized by its board of directors and that he/she acknowledged said instrument to be the free act and deed of said bank.

Karen L. Lapointe
Notary Public
My Commission Expires: _____

(NOTARIAL SEAL)

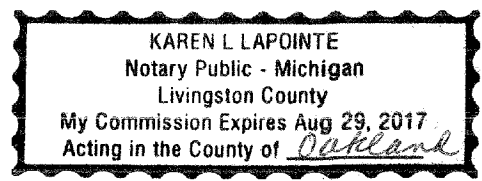


Exhibit A

SCHEDULE OF TRADEMARKS

NewGround Resources, Inc.

COUNTRY	CREF	FILED	APPL #	REGDT	REG #	STATUS	CLASSES
NEWGROUND							
United States	7169444.9	5/31/2001	78/066,611	1/29/2002	2,534,334	REGISTERED	35
35 – Advertising agency services for the financial services industry, business consulting services, namely, selection and development of brand names, brand images and logos; design and production of multimedia merchandising programs; and positioning, strategic marketing, demographic research and development of promotional strategies for the financial services industry.							
United States	716944.10	5/31/2001	78/066,618	9/17/2002	2,621,461	REGISTERED	37,42
37 – Facility development services, namely construction of commercial buildings for the financial services industry; construction supervision, installation of signage and fixtures for the financial services industry. 42 – Facility development services, namely conducting feasibility studies for real estate site selection for the financial services industry.							
United States	716944.11	5/31/2001	78/066,621	1/29/2002	2,534,335	REGISTERED	41
41 – Educational services, namely, training programs in the use and operation of financial services companies.							
United States	716944.12	5/31/2001	78/066,624	11/5/2002	2,645,811	REGISTERED	42
42 – Architectural design services, interior decorating services, and designing signage and fixtures for financial institutions.							
NEWGROUND RESOURCES							
Canada	716944.8	1/20/1999	1,002,509	6/10/2003	583416	REGISTERED	WRS, SVS
WRS – pre-recorded computer disc, compact disc, computer programs and videotapes for use in training personnel and/or employees of financial institutions and financial professional development. SVS – consulting services, namely, strategic planning, site location, demographic research and analysis; advertising agency services for financial service providers; construction services, namely, construction of commercial building for financial institutions and fabrication of building components; educational services, namely, training programs in the use and operation of financial institutions; architectural services, namely, design and furnishing of financial institutions, design, manufacturer and installation of signage and fixtures for financial institutions							
United States	716944.3	10/27/1998	75/576,212	11/2/1999	2,290,268	REGISTERED	9
9 – pre-recorded computer disc, compact disc, computer programs and videotapes for use in training personnel and/or employees of financial institutions in the field of financial professional development							
United States	716944.5	10/27/1998	75/577,601	1/11/2000	2,307,383	REGISTERED	35
35 – business marketing consulting services, namely, strategic planning, site location, demographic research and analysis, advertising agency services for financial service providers							
United States	716944.4	10/27/1998	75/577,600	12/14/1999	2,299,923	REGISTERED	37
37 – construction services, namely, construction of commercial buildings for financial institutions							
United States	716944.5	10/27/1998	75/577,534	1/11/2000	2,307,381	REGISTERED	41
41 – educational services, namely, training programs in the use and operation of financial institutions							
United States	716944.7	10/27/1998	75/576,655	1/18/2000	2,309,022	REGISTERED	37, 42
37 – installation of signage and fixtures, namely, customer counters, teller booths and display stands for financial institutions 42 – architectural services, namely, design of financial institutions; interior decorating, namely, furnishing and designing							

COUNTRY	CREF	FILED	APPL #	REGDT	REG #	STATUS	CLASSES
signage and fixtures for financial institutions							
NG and Design							
United States	716944.14	5/31/2001	78/066,623	11/5/2002	2,645,810	REGISTERED	37
37 – Construction and construction supervision services for commercial buildings for the financial services industry; installation of signage and fixtures for the financial services industry, namely, teller counters, display stands, visual displays, point of sale merchandising displays, kiosks, literature displays, regulatory notification signage, directional signage and rate displays							
United States	716944.15	5/31/2001	78/066,641	11/26/2002	2,654,475	REGISTERED	41
41 – training services in the fields of customer service, retail culture, and sales, for financial services companies							
United States	716944.16	5/31/2001	78/066,647	4/16/2002	2,562,011	REGISTERED	42
42 – Facility development services, namely, architectural design services, interior design services and design of signage and fixtures for the financial services industry.							
United States	716944.13	5/31/2001	78/066,607	5/28/2002	2,573,904	REGISTERED	35
35 – Advertising agency services for the financial services industry; business consulting services, namely, selection and development of brand names, brand images and logos, design and production of multimedia merchandising programs; and positioning, strategic marketing, demographic research and development of promotional strategies for the financial services industry.							
NG NEWGROUND and Design							
United States	716944.18	5/31/2001	78/066,581	11/5/2002	2,645,809	REGISTERED	37
37 – Construction and construction supervision services for commercial buildings for the financial services industry; installation of signage and fixtures for the financial services industry, namely, teller counters, display stands, visual displays, point of sale merchandising displays, kiosks, literature displays, regulatory notification signage, directional signage and rate displays							
United States	716944.19	5/31/2001	78/066,590	2/12/2002	2,538,407	REGISTERED	41
41 – Educational services, namely, training programs in the use and operation of financial services companies.							
United States	716944.20	5/31/2001	78/066,593	2/12/2002	2,538,408	REGISTERED	42
42 – Facility development services, namely, architectural design services, interior design services and design of signage and fixtures for the financial services industry.							
United States	716944.17	5/31/2001	78/066,669	11/5/2002	2,645,812	REGISTERED	35
35 – Advertising agency services for the financial services industry; business consulting services, namely, selection and development of brand names, brand images and logos, design and production of multimedia merchandising graphics; and positioning, strategic marketing, and demographic consultation for the financial services industry and business marketing consulting services, namely development of promotional strategies for the financial services industry.							
THE EXPERIENCE INFRASTRUCTURE PROVIDER							
United States	716944.31	5/31/2001	78/066,654	11/26/2002	2,654,476	REGISTERED	35
35 – Advertising agency services for the financial services industry; business consulting services, namely, selection and development of brand names, brand images and logos, design and production of multimedia merchandising graphics; and positioning, strategic marketing, demographic consultation for the financial services industry and business marketing consulting services, namely development of promotional strategies for the financial services industry.							
United States	716944.32	5/31/2001	78/066,666	1/14/2003	2,675,059	REGISTERED	37
37 – construction and construction supervision services for commercial buildings for the financial services industry, installation of signage and fixtures for the financial services industry, namely teller counters, display stands, visual displays, point of sale merchandising displays, kiosks, literature displays, regulatory notification signage, directional signage, and rate displays							
United States	716944.33	5/31/2001	78/066,673	11/26/2002	2,654,477	REGISTERED	41
41 – training services in the fields of customer service, retail culture, and sales, for financial services companies							
United States	716944.34	5/31/2001	78/066,681	1/14/2003	2,675,060	REGISTERED	42
42 – architectural design services, interior design services and designing signage and fixtures for financial institutions							
THE EXPERIENCE IS EVERYTHING							
United States	716944.27	5/31/2001	78/066,595			PENDING	35

COUNTRY	CREF	FILED	APPL #	REGDT	REG #	STATUS	CLASSES
35 – Advertising agency services for the financial services industry; business consulting services, namely, selection and development of brand names, brand images and logos, design and production of multimedia merchandising programs, and positioning, strategic marketing, demographic research and development of promotional strategies for the financial services industry.							
United States	716944.28	5/31/2001	78/066,601	12/10/2002	2,659,499	REGISTERED	37
37 – construction and construction supervision services for commercial buildings for the financial services industry, installation of signage and fixtures for the financial services industry, namely teller counters, display stands, visual displays, point of sale merchandising displays, kiosks, literature displays, regulatory notification signage, directional signage, and rate displays							
United States	716944.29	5/31/2001	78/066,603	12/3/2002	2,656,617	REGISTERED	41
41 – training services in the fields of customer service, retail culture, and sales, for financial services companies							
United States	716944.30	5/31/2001	78/066,604	11/26/2002	2,654,474	REGISTERED	42
42 – architectural design services, interior design services and designing signage and fixtures for financial institutions							

Exhibit A

SCHEDULE OF TRADEMARKS

Bank Building Corporation

COUNTRY	CREF	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
BANK BUILDING							
United States	716942 5	11/26/1969	72/344,666	12/28/1971	926,265	REGISTERED	37, 42
37 - building and furnishing financial institutions 42 - designing financial institutions							
BANK BUILDING CORPORATION							
United States	716942 3	2/24/1987	645,999	11/10/1987	1,464,870	REGISTERED	37, 42
37 - building and furnishing financial institutions 42 - designing financial institutions							
MBI & DESIGN							
United States	716942 7	1/5/1999	75/615,898	2/22/2000	2,321,136	REGISTERED	37, 40
37 - construction services, namely construction of commercial buildings for financial institutions 40 - customer manufacture of building components to the design and specification of others							
WHEEL OF ARROWS & DESIGN							
United States	716942 4	9/30/1997	75/365,768	12/1/1998	2,207,094	REGISTERED	37, 42
37 - building and furnishing buildings for financial institutions 42 - designing buildings for financial institutions							

Exhibit A

SCHEDULE OF TRADEMARKS

Digital Financial Network

COUNTRY	CREF	FILED	APPL #	REGDT	REG #	STATUS	CLASSES
DESIGN							
United States	716943.2	8/9/1999	75/771,852	7/11/2000	2,366,338	REGISTERED	35
35 - Advertising services, namely preparing and transmitting multi-media advertisements over telephone lines or display of such advertisements on a display screen, plasma screen or regular TV in financial service institutions.							
DIGITAL FINANCIAL NETWORK & DESIGN							
United States	716943 3	12/23/1998	75/611,629	7/3/2001	2,466,209	REGISTERED	35
35 - Advertising services, namely preparing and transmitting multi-media advertisements over telephone lines or display of such advertisements on a display screen, plasma screen or regular TV in financial service institutions.							

Exhibit A

SCHEDULE OF TRADEMARKS

The Compass Group

COUNTRY	CREF	FILED	APPL #	REGDT	REG #	STATUS	CLASSES
BANKMALL							
Canada	718036.4	3/24/1997	0840362	11/30/2000	538,038	REGISTERED	SVS
SVS – Business consultation and marketing research with respect to strategy for retail stores, research consultation and counseling in the field of inclusion of one or more retail outlets in conjunction with a bank or other financial services institution, design for others in the field the inclusion of one or more retail outlets in conjunction with a bank or financial services institution; architectural design and design of retail space for financial services institutions and other retail shops; graphic art design, dissemination of advertising for others via on-line electronic communications network; business management and consultation; business marketing consulting services; business planning business consultation, developing promotional campaigns for businesses; shoppers' guide information; financial information provided by electronic means.							
United States	718036 2	7/17/1996	75/135,485	6/13/2000	2,357,881	REGISTERED	36
35 -							
United States	718036 3	7/17/1996	75/135,480	10/30/2000	2,400,387	REGISTERED	42
42 – research consultation and counseling in the field of inclusion of one or more retail outlets in conjunction with a bank or other financial services institution; design for others in the field the inclusion of one or more retail outlets in conjunction with a bank or financial services institution; architectural design and design of retail space for financial services institutions and other retail shops, industrial design; and graphic art design							
RETAIL UNIVERSITY							
United States	718036 5	12/7/2001	78/097,294	6/3/2003	2,721,379	REGISTERED	41
41 – Educational services, namely employee and managerial training programs and workshops in the fields of customer relations, marketing and job performance, for the banking and financial services industry, and distribution of course materials in connection therewith							
United States	718036 7	12/7/2001	78/097,290	6/3/2003	2,721,378	REGISTERED	9
9- Prerecorded videotapes featuring instruction and information in the fields of customer relations, marketing and employee and management training and job performance, for the banking and financial services industry.							
STERN MARKETING GROUP RETAIL UNIVERSITY and Design							
United States	718036 6	12/7/2001	78/097,296	6/3/2002	2,721,380	REGISTERED	41
41 – Educational services, namely employee and managerial training programs and workshops in the fields of customer relations, marketing and job performance, for the banking and financial services industry, and distribution of course materials in connection therewith.							