

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Memorandum and Notice of Security Interest in Intellectual Property		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Stance, Inc.		04/22/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	WELLS FARGO BANK, NATIONAL ASSOCIATION		
Street Address:	333 South Grand Avenue		
Internal Address:	Suite 4150		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90071		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3905421	STANCE	
Serial Number:	85527120		
Serial Number:	85341211	INSTANCE	
Serial Number:	85685485		
Serial Number:	85529113		
Serial Number:	85527111	STANCE	
CORRESPONDENCE DATA			
Fax Number:	2136305739		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	213.891.5913		
Email:	shinojosa@buchalter.com		
Correspondent Name:	Sigi Hinojosa (Buchalter Nemer)		
Address Line 1:	1000 Wilshire Boulevard		
Address Line 2:	Suite 1500		

Address Line 4: Los Angeles, CALIFORNIA 90017

NAME OF SUBMITTER:

Sigi Hinojosa

Signature:

/Sigi Hinojosa/

Date:

04/23/2013

Total Attachments: 3

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**MEMORANDUM AND NOTICE OF SECURITY INTEREST
IN INTELLECTUAL PROPERTY**


STANCE, INC., a Delaware corporation, whose address is 724 S. El Camino Real, San Clemente, California 92672 (the "Assignor") hereby acknowledges that it has granted to **WELLS FARGO BANK, NATIONAL ASSOCIATION**, whose address is 333 South Grand Avenue, Suite 4150, Los Angeles, California 90071 (the "Assignee"), a security interest in and to all of Assignor's right, title and interest in and to the trademarks and trademark registrations and applications therefor which are identified on Exhibit A attached hereto and herein incorporated by this reference owned by Assignor (the "Trademarks"), together with the goodwill and assets of the business, as set forth in the Agreement (as defined below), and all actions for infringement concerning the foregoing.

The terms and conditions of the aforementioned security interest are contained in that certain Factoring Agreement dated as of November 2, 2011 (the "Agreement"), by and between Assignor and Assignee, as security for the Obligations as set forth in the Agreement and other agreements referred to therein. Nothing contained in this Memorandum and Notice of Security Interest in Intellectual Property shall be construed as a present or absolute assignment of any of the collateral nor as limiting any interest which Assignee may have in any other collateral described in the Agreement or otherwise.

[Signature page to follow.]

IN WITNESS WHEREOF, the undersigned has duly executed this document as of the
22nd day of April 2013.

STANCE, INC.,
a Delaware corporation

By: 
Name: John Wilson
Title: President

Memorandum and Notice of Security Interest in Intellectual Property

BN 13160864v1

TRADEMARK
REEL: 005012 FRAME: 0631

EXHIBIT A
TRADEMARKS

Trademark	U.S. Registration No./Serial Number	U.S. Registration Date/ Filing Date
STANCE	85527111	January 27, 2012
DESIGN ONLY	85529113	January 30, 2012
DESIGN ONLY	85685485	July 24, 2012
INSTANCE	85341211	June 8, 2011
DESIGN ONLY	85527120	January 27, 2012
STANCE	3905421	January 11, 2011