

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
IDEELI, INC.		04/25/2013	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	SQUARE 1 BANK
Street Address:	406 Blackwell Street
Internal Address:	Suite 406
City:	Durham
State/Country:	NORTH CAROLINA
Postal Code:	27701
Entity Type:	CORPORATION: NORTH CAROLINA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	4125550	IDEELI
Registration Number:	4153201	IDEELI
Registration Number:	4131807	IDEELI
Registration Number:	3915685	IDEELI
Registration Number:	3965841	EMMA & IVY

CORRESPONDENCE DATA

Fax Number: 9193541278
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Phone: 919-314-3086
 Email: loandocsdept@square1bank.com
 Correspondent Name: Square 1 Bank
 Address Line 1: 406 Blackwell Street
 Address Line 2: Suite 240
 Address Line 4: Durham, NORTH CAROLINA 27701

CH \$140.00 4125550

TRADEMARK

NAME OF SUBMITTER:	Lee Conner
Signature:	/leeconner-tkf/
Date:	08/30/2013
Total Attachments: 7 source=Ideeli Inc - Intellectual Property Security Agreement (15th Amendment)#page1.tif source=Ideeli Inc - Intellectual Property Security Agreement (15th Amendment)#page2.tif source=Ideeli Inc - Intellectual Property Security Agreement (15th Amendment)#page3.tif source=Ideeli Inc - Intellectual Property Security Agreement (15th Amendment)#page4.tif source=Ideeli Inc - Intellectual Property Security Agreement (15th Amendment)#page5.tif source=Ideeli Inc - Intellectual Property Security Agreement (15th Amendment)#page6.tif source=Ideeli Inc - Intellectual Property Security Agreement (15th Amendment)#page7.tif	

INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS INTELLECTUAL PROPERTY SECURITY AGREEMENT is entered into as of April 25, 2013 by and between **SQUARE 1 BANK** ("**Bank**") and **IDEELI, INC.** ("**Grantor**").

RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodation to Grantor (the "Loans") in the amounts and manner set forth in that certain Loan and Security Agreement by and between Bank and Grantor dated as of January 31, 2008 (as the same may be amended, modified or supplemented from time to time, the "Loan Agreement"; capitalized terms used herein are used as defined in the Loan Agreement).

B. Extension of credit by the Bank pursuant to the Loan Agreement is subject to the condition, among others, that Grantor shall grant to Bank a security interest in certain Copyrights, Trademarks and Patents to secure the obligations of Grantor under the Loan Agreement.

C. Pursuant to the terms of the Loan Agreement, Grantor has granted to Bank a security interest in all of Grantor's right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of its obligations under the Loan Agreement and all other agreements now existing or hereafter arising between Grantor and Bank, Grantor hereby represents, warrants, covenants and agrees as follows:

AGREEMENT

To secure all of its present and future indebtedness, liabilities and obligations under the Loan Agreement and under any other agreement now existing or hereafter arising between Bank and Grantor, Grantor grants and pledges to Bank a security interest in all of Grantor's right, title and interest in, to and under its Intellectual Property (including without limitation those Copyrights, Patents and Trademarks listed on Exhibits A, B and C hereto), and including without limitation all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all re-issues, divisions continuations, renewals, extensions and continuations-in-part thereof (collectively, "Intellectual Property Collateral").

This security interest is granted in conjunction with the security interest granted to Bank under the Loan Agreement. The rights and remedies of Bank with respect to the security interest granted hereby are in addition to those set forth in the Loan Agreement and the other Loan

Documents, and those which are now or hereafter available to Bank as a matter of law or equity. Each right, power and remedy of Bank provided for herein or in the Loan Agreement or any of the Loan Documents, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein and the exercise by Bank of any one or more of the rights, powers or remedies provided for in this Intellectual Property Security Agreement, the Loan Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, including Bank, of any or all other rights, powers or remedies.

Grantor represents and warrants that Exhibits A, B, and C attached hereto set forth any and all intellectual property rights of Grantor which are registered with or subject to an application filed with either the United States Patent and Trademark Office or the United States Copyright Office, as applicable.

SIGNATURE PAGE FOLLOWS

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

Grantor:

IDEELI, INC.

By 

Name STEVE PAKKUS

Title CFO

Address of Grantor:

620 8th Avenue, 45th Floor
New York, NY 10018

Bank:

SQUARE 1 BANK

By _____

Name _____

Title _____

Address of Bank:

406 Blackwell Street, Suite 240
Durham, NC 27701
Attn: Loan Documentation Department

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

Grantor:

IDEELI, INC.


By _____
Name _____
Title _____

Address of Grantor:

620 8th Avenue, 45th Floor
New York, NY 10018

Bank:

SQUARE 1 BANK

By  _____
Name MIKE BENSON
Title VP

Address of Bank:

406 Blackwell Street, Suite 240
Durham, NC 27701
Attn: Loan Documentation Department

EXHIBIT A
COPYRIGHTS

<u>Description</u>	<u>Registration Number</u>	<u>Registration Date</u>
--------------------	--------------------------------	------------------------------

NONE

EXHIBIT B

PATENTS

Description	Registration OR Serial Number	Registration OR Filing Date
--------------------	--	--

NONE

EXHIBIT C
TRADEMARKS

Description	Registration/ Application Number	Registration/ Application Date
IDEELI	4152550	04/10/2012
IDEELI	4153201	06/05/2012
IDEELI	4131807	04/24/2012
IDEELI (Stylized)	3915685	02/08/2011
EMMA & IVY	3965841	05/24/2011