

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Notice of Grant of Security Interest in Trademarks

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Vindico LLC		09/06/2013	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Bank of America, N.A., as Administrative Agent
Street Address:	1455 Market St.
Internal Address:	Mail Code: CA-701-05-19
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94106-1399
Entity Type:	national banking association: UNITED STATES

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	4342979	ADML
Registration Number:	3987664	REAL DEMO
Registration Number:	3523094	VINDICO
Registration Number:	3633593	ADDIRECTOR
Serial Number:	85915353	ADTRICITY

CORRESPONDENCE DATA

Fax Number: 9194168363
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 9192868041
 Email: pto_tmconfirmation@mvalaw.com
 Correspondent Name: Moore & Van Allen PLLC
 Address Line 1: 430 Davis Drive
 Address Line 2: Suite 500

OP \$140.00 4342979

Address Line 4: Morrisville, NORTH CAROLINA 27560

ATTORNEY DOCKET NUMBER: 017625-4661

NAME OF SUBMITTER: John E. Slaughter

Signature: /John E. Slaughter/

Date: 09/09/2013

Total Attachments: 4

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NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security and Pledge Agreement dated as of September 6, 2013 (as the same may be amended, modified, restated or supplemented from time to time, the "Security and Pledge Agreement") by and among the Grantors from time to time party thereto (each a "Grantor" and collectively, the "Grantors") and Bank of America, N.A., as Administrative Agent (the "Administrative Agent") for the Secured Parties referenced therein, the undersigned Grantor has granted a continuing security interest in and continuing lien upon, the trademarks, trademark licenses and trademark applications set forth on Schedule 1 attached hereto to the Administrative Agent for the ratable benefit of the Secured Parties.

The undersigned Grantor and the Administrative Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the security interest in the trademarks, trademark licenses and trademark applications set forth on Schedule 1 attached hereto (i) may only be terminated in accordance with the terms of the Security and Pledge Agreement and (ii) is not to be construed as an assignment of any trademark, trademark license or trademark application.

Address for Grantor:

4 Park Plaza, Suite 1500
Irvine, California 92614

Very truly yours,

.....
VINDICO LLC

By: 

.....
Name: Larry Madden

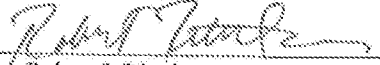
Title: Chief Financial Officer

SPECIFIC MEDIA LLC
TRADEMARK NOTICE - VINDICO LLC (2013)

TRADEMARK
REEL: 005107 FRAME: 0140

Acknowledged and Accepted:

BANK OF AMERICA, N.A.,
as Administrative Agent

By: 

Name: Robert J. Rittelmeyer

Title: Vice President

SPECIFIC MEDIA LLC
TRADEMARK NOTICE – VINDICO LLC (2013)

TRADEMARK
REEL: 005107 FRAME: 0141

Schedule 1

Vindico LLC
(Delaware Limited Liability Company)

U.S. Trademarks

Registered Marks

Mark	Reg. No.	Reg. Date
ADML	4342979	05/28/13
REAL DEMO	3987664	07/05/11
VINDICO	3523094	10/28/08
ADDIRECTOR	3633593	06/09/09

Pending Application

Mark	Appl. No.	Filing Date
ADTRICITY	85915353	04/25/13