

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|----------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE BY SECURED PARTY | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| BMO Harris Bank, N.A | FORMERLY M&I Marshall & Ilsley Bank | 12/12/2013 | National Association: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | Bernstein-Rein Advertising, Inc | | |
| Street Address: | 4600 Madison Avenue | | |
| City: | Kansas City | | |
| State/Country: | MISSOURI | | |
| Postal Code: | 64112 | | |
| Entity Type: | CORPORATION: MISSOURI | | |
| PROPERTY NUMBERS Total: 7 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3919703 | BERNSTEIN-REIN | |
| Registration Number: | 3919705 | BR. | |
| Registration Number: | 2482101 | BRAND HUMANITY | |
| Registration Number: | 4132204 | INSIDE OUT RETAILING | |
| Registration Number: | 4132205 | INSIDE OUT RETAILING | |
| Registration Number: | 3800714 | INTERACTIVISM | |
| Registration Number: | 4115285 | INTERACTIVISTS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2124464900 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 2124464800 | | |
| Email: | hayley.smith@kirkland.com | | |
| Correspondent Name: | Kirkland & Ellis LLP | | |
| Address Line 1: | Attn Hayley Smith, Sr. Legal Assistant | | |

Address Line 2: 601 Lexington Avenue
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER: 15799/1 (HS)

NAME OF SUBMITTER: Hayley Smith

Signature: //Hayley Smith//

Date: 12/16/2013

Total Attachments: 3
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RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE OF SECURITY INTERESTS IN TRADEMARKS (this "Release") is made as of December 12, 2013 ("Effective Date") by BMO Harris Bank, N.A., successor by merger to M&I Marshall & Ilsley Bank ("Collateral Trustee") in favor of Bernstein-Rein Advertising, Inc., Kaleidoscope Charter Services Corporation, and Kaleidoscope Aviation Corporation (collectively, the "Debtors").

WHEREAS, Debtors and the Collateral Trustee entered into that certain Credit Agreement by and between Debtors and the Collateral Trustee dated December 28, 2010 (the "Loan and Security Agreement"), wherein Debtors granted to the Collateral Trustee a security interest in certain trademarks of Debtors;

WHEREAS, pursuant to the Loan and Security Agreement, that certain Trademark Security Agreement dated February 10, 2011 (the "Trademark Security Agreement") was (a) entered into by Debtors in favor of the Collateral Trustee to record the security interest with respect to the Collateral (as defined in the Trademark Security Agreement), including the trademark registrations set forth on Schedule A hereto, and (b) recorded with the United States Patent and Trademark Office on February 15, 2011, at Reel 004479, Frame 0155; and

WHEREAS, Debtors requests a specific release of the security interest granted and recorded against the Collateral.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Collateral Trustee, on behalf of itself and the Secured Parties, hereby (i) releases and re-assigns to Debtors any and all liens, security interests, mortgages or other right, title and interest it may have in, to and under the Collateral, together with the goodwill of the business symbolized thereby; (ii) agrees that it shall execute all other documents and do all other acts necessary to relinquish and effect the release of such rights to Debtors; and (iii) authorizes and requests that the United States Patent and Trademark Office records the release hereby given and any other filings necessary to evidence the release and termination of the Collateral Trustee's rights under the Loan and Security Agreement with respect to the Collateral.

This Release may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

This Release shall be governed by, and construed and interpreted in accordance with, the laws of the State of Missouri.

IN WITNESS WHEREOF, the Collateral Trustee, on behalf of itself and the Secured Parties, has caused this Release to be executed by its duly authorized representative effective as of the Effective Date.

BMO HARRIS BANK, N.A.

Name: Pam Schwartz

Title: Pamela E. Schwartz
Director

SCHEDULE A

| <u>Mark</u> | <u>App. No.</u> | <u>App. Date</u> | <u>Reg. No.</u> | <u>Reg. Date</u> |
|-------------------------|-----------------|------------------|-----------------|------------------|
| BERNSTEIN-REIN | 85076252 | 07/01/2010 | 3919703 | 02/15/2011 |
| BR. (and Design) | 85076262 | 07/01/2010 | 3919705 | 02/15/2011 |
| BRAND HUMANITY | 76069617 | 06/14/2000 | 2482101 | 08/28/2001 |
| INSIDE OUT RETAILING | 77659479 | 01/29/2009 | 4132204 | 04/24/2012 |
| INSIDE OUT RETAILING | 77659491 | 01/29/2009 | 4132205 | 04/24/2012 |
| INTERACTIVISM | 77703431 | 03/31/2009 | 3800714 | 06/08/2010 |
| INTERACTIVISTS | 77703425 | 03/31/2009 | 4115285 | 03/20/2012 |