

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SQUARE 1 BANK		01/13/2014	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	IDEELI, INC.		
Street Address:	620 8th Avenue		
Internal Address:	45th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4153201	IDEELI	
Registration Number:	4125550	IDEELI	
Registration Number:	4131807	IDEELI	
Registration Number:	3965841	EMMA & IVY	
Registration Number:	3915685	IDEELI	
CORRESPONDENCE DATA			
Fax Number:	9193541278		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	919-314-3086		
Email:	loandocsdept@square1bank.com		
Correspondent Name:	Square 1 Bank		
Address Line 1:	406 Blackwell Street		
Address Line 2:	Suite 240		

CH \$140.00 4153201

Address Line 4: Durham, NORTH CAROLINA 27701

NAME OF SUBMITTER:

Lee Conner

Signature:

/leeconner-tkf/

Date:

01/13/2014

Total Attachments: 2

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RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of January 13, 2014, by SQUARE 1 BANK ("Lender") in favor of IDEELI, INC., a Delaware corporation ("Company") with its principal place of business located at 620 8th Avenue, 45th Floor, New York, NY 10018.

Recital

WHEREAS Company granted to Lender a security interest in its copyrights, patents and trademarks, including the trademarks described on Exhibit A attached hereto, (collectively, the "Intellectual Property") under an Intellectual Property Security Agreement dated as of April 25, 2013 (the "Security Agreement"), and recorded with the US Patent and Trademark Office as set forth on Exhibit A.

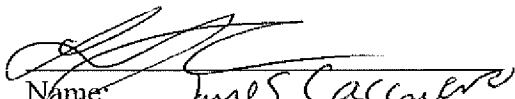
WHEREAS Company has no outstanding obligations to Lender under the terms of the Security Agreement, Lender agrees to release its security interest in the Intellectual Property.

Agreement

Now therefore, Lender agrees that it terminates and releases its security interest in the Intellectual Property and reassigns to Company, without warranty or recourse, all interest of Lender in the Intellectual Property.

LENDER:

SQUARE 1 BANK


Name: James Caccavere
Title: AVP

406 Blackwell Street, Suite 240
Durham, NC 27701

EXHIBIT A

Trademarks

Lender's security interest in the following trademarks was recorded at the US Patent and Trademark Office on **09/03/2013** at Reel and Frame Number **5101/0757**:

Description	Registration/ Application Number	Registration/ Application Date
IDEELI	4153201	06/05/2012
IDEELI	4125550	04/10/2012
IDEELI	4131807	04/24/2012
EMMA & IVY	3965841	05/24/2011
IDEELI	3915685	02/08/2011