

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Termination and Release of Security Interest in Trademark Rights

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
U.S. BANK, NATIONAL ASSOCIATION (as Successor to HSBC Bank USA, National Association)		01/03/2014	National Banking Association: OHIO

RECEIVING PARTY DATA

Name:	Velti Plc
Street Address:	28-32 Pembroke Street Upper
City:	Dublin
State/Country:	IRELAND
Entity Type:	Public Limited Company: JERSEY

Name:	Air2Web, Inc.
Street Address:	3424 Peachtree Road
Internal Address:	Suite 400
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30326
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	3935800	VELTI
Registration Number:	3880083	VELTI MGAGE
Serial Number:	85451461	VELTI
Registration Number:	3943628	A AIR2WEB
Registration Number:	3934360	AIRCARE
Registration Number:	3870879	A

CH \$190.00 3935800

Registration Number:	2585927	AIR2WEB
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CORRESPONDENCE DATA

Fax Number: 2124552502

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

Phone: (212) 455-7016

Email: ksolomon@stblaw.com

Correspondent Name: Jasmine Kaufman, Esq.

Address Line 1: Simpson Thacher & Bartlett LLP

Address Line 2: 425 Lexington Avenue

Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	037155/0181
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DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:	Jasmine Kaufman
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Signature:	/jk/
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Date:	01/27/2014
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Total Attachments: 4

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**TERMINATION AND RELEASE OF SECURITY INTEREST
IN TRADEMARK RIGHTS**

TERMINATION AND RELEASE OF SECURITY INTEREST IN TRADEMARK RIGHTS (this "Termination and Release"), dated as of January 3, 2014, from U.S. Bank, National Association, as Administrative Agent (as successor to HSBC Bank USA, National Association) (the "Administrative Agent"), to Velti plc, a company formed under the laws of Bailiwick of Jersey, Channel Islands located at First Floor, 28-32 Pembroke Street Upper, Dublin, Republic of Ireland, and Air2Web, Inc., a Delaware corporation located at 3424 Peachtree Road, Suite 400, Atlanta, Georgia 30326 (each a "Grantor", and collectively the "Grantors"). Capitalized terms used in this Termination and Release and not otherwise defined herein have the meanings specified in the Trademark Security Agreement, as that term is hereinafter defined.

WITNESSETH:

WHEREAS, pursuant to that certain Guarantee and Collateral Agreement, dated as of August 10, 2012, in favor of the Administrative Agent (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement"), a security interest (the "Security Interest") was granted by the Grantors to the Administrative Agent in certain collateral, including the Trademark Collateral (as hereinafter defined);

WHEREAS, pursuant to that certain Trademark Security Agreement, dated as of August 10, 2012 among the Administrative Agent and the Grantors (the "Trademark Security Agreement"), the Grantors, by reference to the Security Agreement, reaffirmed their intent to grant a Security Interest to the Administrative Agent specifically in certain Trademark Collateral;

WHEREAS, the Trademark Security Agreement was recorded in the Trademark Division of the United States Patent and Trademark Office on August 14, 2012 at Reel 4842, Frame 0027 and Reel 4842, Frame 0042; and

WHEREAS, the Administrative Agent now desires to terminate and release the entirety of its Security Interest in the Trademark Collateral;

NOW, THEREFORE, for good and valuable consideration including the satisfaction of all Secured Obligations, indebtedness and liabilities secured by the Trademark Collateral pursuant to the Security Agreement, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Termination and Release, the Administrative Agent hereby states as follows:

1. Terms. The term "Trademark Collateral," as used herein, shall mean all of the Grantors' right, title and interest in, to and under all of the Trademarks listed on Schedule A hereto.

2. Release of Security Interest. The Administrative Agent hereby terminates, releases and discharges its Security Interest in the Trademark Collateral, without recourse,

representation or warranty, and any right, title or interest of the Administrative Agent in such Trademark Collateral shall hereby cease and become void.

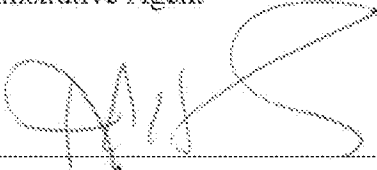
3. Further Assurances. The Administrative Agent hereby agrees to duly execute, acknowledge, procure and deliver any further documents and to do such other acts as may be reasonably necessary, or as may be reasonably requested by the Grantors, to effect the release of the Security Interest contemplated hereby.

4. Governing Law. This Termination and Release shall be construed in accordance with and governed by the law of the State of New York without regard to conflicts of laws principles.

Remainder of page intentionally left blank; Signature Page follows

IN WITNESS WHEREOF, the undersigned has executed this Termination and Release by its duly authorized officer as of the date first above written.

U.S. BANK, NATIONAL ASSOCIATION,
as Administrative Agent

By: 
Name: James A. Hanley
Title: Vice President

Signature Page to Trademark Termination and Release (Initial Filing)

TRADEMARK
REEL: 005202 FRAME: 0116

SCHEDULE A

1. U.S. Trademark Registrations and Applications recorded under Reel/Frame number 4842/0027:

Name of Registered Owner	Mark	App/Reg No.
Velti plc	VELTI & Design	Reg No. 3935800
Velti plc	VELTI MGAGE	Reg No. 3880083
Velti plc	VELTI	App No. 85/451461

2. U.S. Trademark Registrations and Applications recorded under Reel/Frame number 4842/0042:

Name of Registered Owner	Mark	App/Reg No.
Air2Web, Inc.	A and Air2Web (stylized)	Reg No. 3943628
Air2Web, Inc.	AirCARE	Reg No. 3934360
Air2Web, Inc.	A (stylized)	Reg No. 3870879
Air2Web, Inc.	AIR2WEB	Reg No. 2585927