

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM311900

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of First Lien Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Credit Suisse AG, Cayman Islands Branch		07/25/2014	Bank: UNITED STATES
RECEIVING PARTY DATA			
Name:	Advantage Sales & Marketing LLC		
Street Address:	18100 Von Karman Avenue, Suite 1000		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92612		
Entity Type:	LLC: CALIFORNIA		
Name:	Advantage Waypoint LLC, a Delaware Limited Liability Company		
Street Address:	1351 Prestige Place		
City:	Tampa		
State/Country:	FLORIDA		
Postal Code:	33635		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 20			
Property Type	Number	Word Mark	
Registration Number:	2031624	TRY-FOODS INTERNATIONAL	
Registration Number:	2738332	IN INTEGRATED	
Registration Number:	3807375	HOMEMADE MAGAZINE	
Registration Number:	3376780	HOMEMADE	
Registration Number:	3771949	SPEED TO INSIGHT	
Registration Number:	3778414	SPEED TO INSIGHT	
Registration Number:	3578434	CAMPAIGNERS	
Registration Number:	3358769	IN INTEGRATED	
Registration Number:	3653406	SMARTEAM	
Registration Number:	2808755	TRY-FOODS	
Registration Number:	3107887	PROMOPOINT MARKETING	
Registration Number:	3500161	YOUR CAUSE IS OUR CAUSE	
Registration Number:	3271825	ADVANTAGE SALES & MARKETING	
TRADEMARK			

OP \$515.00 2031624

Property Type	Number	Word Mark
Registration Number:	4502647	FRESH SPACE
Registration Number:	4502650	TAKING MEDIA TO A WHOLE NEW PLACE
Registration Number:	4502707	FRESH SPACE
Registration Number:	4546600	AWP BRANDVANTAGE
Registration Number:	3590447	STOREBOARD
Registration Number:	3572056	EYECURVE
Registration Number:	4170386	STOREBOARDMEDIA

CORRESPONDENCE DATA

Fax Number:

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

Email: marina.kelly@thomsonreuters.com

Correspondent Name: Elaine Carrera, Legal Assistant

Address Line 1: 80 Pine Street

Address Line 2: c/o Cahill Gordon Reindel LLP

Address Line 4: New York, NEW YORK 10005

NAME OF SUBMITTER:	Elaine Carrera, Legal Assistant
SIGNATURE:	/Marina Kelly Thomson Reuters/
DATE SIGNED:	07/25/2014

Total Attachments: 6

- source=1 32 ASM - First Lien Trademark Security Agreement Termination#page1.tif
- source=1 32 ASM - First Lien Trademark Security Agreement Termination#page2.tif
- source=1 32 ASM - First Lien Trademark Security Agreement Termination#page3.tif
- source=1 32 ASM - First Lien Trademark Security Agreement Termination#page4.tif
- source=1 32 ASM - First Lien Trademark Security Agreement Termination#page5.tif
- source=1 32 ASM - First Lien Trademark Security Agreement Termination#page6.tif

RELEASE OF FIRST LIEN TRADEMARK SECURITY AGREEMENT

THIS RELEASE OF FIRST LIEN TRADEMARK SECURITY AGREEMENT (this “Release”) is made as of July 25, 2014 (the “Effective Date”), by Credit Suisse AG, Cayman Islands Branch, as collateral agent (in such capacity, the “Agent”), in favor of Advantage Sales & Marketing LLC (“ASM”) and Advantage Waypoint LLC (“AWP”, and together with ASM, the “Grantors”, and each a “Grantor”).

WHEREAS, pursuant to the terms and conditions of (i) that certain First Lien Trademark Security Agreement between ASM and the Agent dated as of December 17, 2010 (the “First Lien Trademark Security Agreement”) and (ii) each of the Supplemental Trademark Security Agreements set forth on Schedule I attached hereto, between each of the Grantors party thereto and the Agent (collectively, the “Supplemental First Lien Trademark Security Agreements”) the Grantors pledged and granted to the Agent a lien on and security interest in all of its right, title and interest in and to certain Trademark Collateral (as identified in the First Lien Trademark Security Agreement and the Supplemental First Lien Trademark Security Agreements), including, without limitation, the trademark registrations and applications set forth on Schedule II hereto, along with the goodwill associated therewith (collectively, the “Trademarks”);

WHEREAS, the First Lien Patent Security Agreement was recorded with the Assignment Division of the U.S. Patent & Trademark Office on December 17, 2010, at Reel 004435 and Frame 0880;

WHEREAS, each Supplemental First Lien Trademark Security Agreement was recorded with the Assignment Division of the U.S. Patent & Trademark Office on the respective date set forth on Schedule I attached hereto, at the Reel and Frame listed on Schedule I attached hereto;

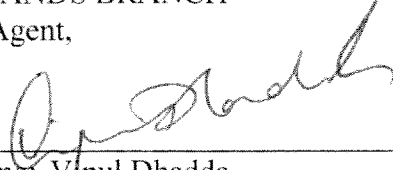
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Agent hereby terminates the First Lien Trademark Security Agreement and each Supplemental First Lien Trademark Security Agreement, and hereby terminates, cancels, discharges, reassigns and releases any and all liens and security interests it has in and against the Trademark Collateral.


If and to the extent the Agent has acquired any right, title or interest in or to any of the Trademark Collateral, it hereby irrevocably re-assigns and re-transfers all such rights, title and interest to the Grantors.

The Agent shall take all further actions, and provide to each Grantor and its successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by each Grantor, and at each Grantor’s cost and expense, to more fully and effectively effectuate the purposes of this Release.

IN WITNESS WHEREOF, the Agent has caused this Release to be executed by its duly authorized representative as of the Effective Date:

CREDIT SUISSE AG, CAYMAN
ISLANDS BRANCH
as Agent,

By: 
Name: Vipul Dhadha
Title: Authorized Signatory

By: 
Name: Sally Reyes
Title: Authorized Signatory

SCHEDULE I

<u>Date of First Lien Supplemental Trademark Security Agreement</u>	<u>Grantors</u>	<u>Date Recorded with Assignment Division of the U.S. Patent & Trademark Office</u>	<u>Reel</u>	<u>Frame</u>
2/7/2014	Advantage Sales & Marketing LLC and Advantage Waypoint LLC	2/7/2014	005211	0478
5/23/2014	Advantage Sales & Marketing LLC	5/28/2014	005287	0629

SCHEDULE II

TRADEMARKS:

Release of Reel 4435, Frame 0880

Registered Owner	Mark	Serial No.	Reg. No.
Advantage Sales & Marketing LLC	TRY-FOODS INTERNATIONAL	74696902	2031624
Advantage Sales & Marketing LLC	IN INTEGRATED	76313107	2738332
Advantage Sales & Marketing LLC	HOMEMADE MAGAZINE	76659513	3807375
Advantage Sales & Marketing LLC	HOMEMADE	76671926	3376780
Advantage Sales & Marketing LLC	SPEED TO INSIGHT	77003617	3771949
Advantage Sales & Marketing LLC	SPEED TO INSIGHT	77003640	3778414
Advantage Sales & Marketing LLC	CAMPAIGNERS	77140673	3578434
Advantage Sales & Marketing LLC	IN INTEGRATED	77140677	3358769
Advantage Sales & Marketing LLC	SMARTEAM	77489069	3653406
Advantage Sales & Marketing LLC	TRY-FOODS	78219283	2808755
Advantage Sales & Marketing LLC	PROMOPOINT MARKETING	78461667	3107887
Advantage Sales & Marketing LLC	YOUR CAUSE IS OUR CAUSE	78799037	3500161
Advantage Sales & Marketing LLC	ADVANTAGE SALES & MARKETING	78801507	3271825

Release of Reel 5211, Frame 0478

Registered Owner	Mark	Serial No.	Reg. No.
Advantage Sales & Marketing LLC	FRESH SPACE	85769851	4502647
Advantage Sales & Marketing LLC	TAKING MEDIA TO A WHOLE NEW PLACE	85770004	4502650
Advantage Sales & Marketing LLC	FRESH SPACE	85779823	4502707
Advantage Waypoint LLC	AWP BRANDVANTAGE	86014046	4546600

Release of Reel 5287, Frame 0629

Registered Owner	Mark	Serial No.	Reg. No.
Advantage Sales & Marketing LLC	STOREBOARD	77505447	3590447
Advantage Sales & Marketing LLC	EYECURVE	77505477	3572056
Advantage Sales & Marketing LLC	STOREBOARDMEDIA	85339553	4170386