

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM358249

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment of Intellectual Property Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GENERAL ELECTRIC CAPITAL CORPORATION, AS RETIRING AGENT		08/21/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	ANTARES CAPITAL LP, AS SUCCESSOR AGENT		
Street Address:	500 West Monroe Street		
City:	CHICAGO		
State/Country:	ILLINOIS		
Postal Code:	60661		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2681552	CLICKQUERY	
Registration Number:	2638232	DATABERT	
Registration Number:	2605293	DMX DIRECT	
Registration Number:	2613122	DMX DIRECT	
Registration Number:	4551143	DMXENGAGE	
Registration Number:	2393316	NOEL-LEVITZ	
CORRESPONDENCE DATA			
Fax Number:	3129939767		
<i>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.</i>			
Phone:	3129932647		
Email:	zeynep.gieseke@lw.com		
Correspondent Name:	Zeynep Gieseke		
Address Line 1:	330 N. Wabash Avenue, Suite 2800		
Address Line 2:	Latham & Watkins LLP		
Address Line 4:	CHICAGO, ILLINOIS 60611		
ATTORNEY DOCKET NUMBER:	025646-0000		
NAME OF SUBMITTER:	Zeynep Gieseke		

OP \$165.00 2681552

SIGNATURE:	/zg/
DATE SIGNED:	10/12/2015
Total Attachments: 5 source=RuffaloCODY - Assignment of IP Security Agreements (Direct Marketing Excellence, LLC)#page1.tif source=RuffaloCODY - Assignment of IP Security Agreements (Direct Marketing Excellence, LLC)#page2.tif source=RuffaloCODY - Assignment of IP Security Agreements (Direct Marketing Excellence, LLC)#page3.tif source=RuffaloCODY - Assignment of IP Security Agreements (Direct Marketing Excellence, LLC)#page4.tif source=RuffaloCODY - Assignment of IP Security Agreements (Direct Marketing Excellence, LLC)#page5.tif	

ASSIGNMENT OF INTELLECTUAL PROPERTY
SECURITY AGREEMENT

This **ASSIGNMENT OF INTELLECTUAL PROPERTY SECURITY AGREEMENT** (this “**Assignment**”), dated as of August 21, 2015, is by **GENERAL ELECTRIC CAPITAL CORPORATION** (individually, “**GECC**”), acting in its capacity as the current and resigning administrative agent (in such capacity, the “**Retiring Agent**”) and **ANTARES CAPITAL LP**, a Delaware limited partnership (individually, “**Antares**”), acting in its capacity as the successor administrative agent (in such capacity, the “**Successor Agent**”).

RECITALS:

WHEREAS, Direct Marketing Excellence, LLC, as “Grantor”, and Retiring Agent are parties to that certain intellectual property security agreement identified in Exhibit A attached hereto (as the same have been and may hereafter be amended, restated, supplemented or otherwise modified from time to time, collectively, the “**Agreement**”) covering certain intellectual property set forth on Exhibit B attached hereto; and

WHEREAS, pursuant to that certain Omnibus Agency Transfer Agreement by and among GECC, as the Retiring Agent, and Antares, as Successor Agent, Retiring Agent has assigned to Successor Agent all of its rights, remedies, duties and other obligations under, among other documents, the Agreement, in each instance, in its capacity as administrative agent and, if applicable, collateral agent.

NOW, THEREFORE, in consideration of the foregoing, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Retiring Agent hereby assigns and transfers to Successor Agent and its successors and assigns, all of its rights, title and interest in and to the Agreement.

This Assignment may be executed in any number of counterparts, each of which when so executed shall be deemed an original and all of which taken together shall constitute one and the same instrument.

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IN WITNESS WHEREOF, Retiring Agent and Successor Collateral Agent have caused this Assignment to be duly executed as of the date first above written.

RETIRING AGENT:

**GENERAL ELECTRIC CAPITAL
CORPORATION**

By: 

Name: STEVEN FLOWERS

Its: Duly Authorized Signatory

SUCCESSOR AGENT:

ANTARES CAPITAL LP

By: 

Name: DAVID BRACKETT

Title: Duly Authorized Signatory

EXHIBIT A

Trademark Security Agreement recorded with the United States Patent and Trademark Office on August 19, 2014 at Reel 5347, Frame 0636

EXHIBIT B

See attached

Trademark Applications and Registrations

Mark	Record Owner	Legal/Beneficial Owner	App. Date	App. No.	Reg. Date	Reg. No.	Jurisdiction
CLICKQUERY	Direct Marketing Excellence, Inc. DBA DMX Direct Inc.	Direct Marketing Excellence, LLC	11/01/99	75/836,704	01/28/03	2,681,552	United States
DATABERT	Direct Marketing Excellence, Inc. DBA DMX Direct Inc.	Direct Marketing Excellence, LLC	07/25/00	76/095,076	10/22/02	2,638,232	United States
DMX DIRECT	Direct Marketing Excellence, Inc. DBA DMX Direct Inc.	Direct Marketing Excellence, LLC	10/28/99	75/832,721	08/06/02	2,605,293	United States
DMX DIRECT	Direct Marketing Excellence, Inc.	Direct Marketing Excellence, LLC	10/28/99	75/832,722	08/27/02	2,613,122	United States
DMXENGAGE	Direct Marketing Excellence, Inc. DBA DMX Direct Inc.	Direct Marketing Excellence, LLC	10/22/13	86/098,250	06/17/14	4,551,143	United States
NOEL-LEVITZ	Noel-Levitz, Inc.	Noel-Levitz, LLC	08/16/99	75/777,098	10/10/00	2,393,316	United States