TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM362695

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Antares Capital LP		11/17/2015	LIMITED PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA

Name:	Efficient Collaborative Retail Marketing Company, LLC
Street Address:	27070 Miles Road
Internal Address:	Suite A
City:	Solon
State/Country:	OHIO
Postal Code:	44139
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2651645	ECRM
Registration Number:	2639110	EPPS
Registration Number:	3238462	EFFICIENT COLLABORATIVE RETAIL MARKETING

CORRESPONDENCE DATA

Fax Number: 6172484000

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: tmadmin@choate.com
Correspondent Name: Sara M. Bauer
Address Line 1: Two International Place
Address Line 2: Choate Hall & Stewart LLP
Address Line 4: Boston, MASSACHUSETTS 02110

ATTORNEY DOCKET NUMBER:	2010872.0005
NAME OF SUBMITTER:	Sara M. Bauer
SIGNATURE:	/sara bauer/
DATE SIGNED:	11/17/2015

Total Attachments: 3
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RELEASE OF TRADEMARK SECURITY INTEREST

This Release of Trademark Security Interest ("Release") is given on this 17th day of November 2015, by ANTARES CAPITAL LP, a Delaware limited partnership, with an address of 500 W. Monroe Street, 17th Floor, Chicago, Illinois 60661 (successor-by-assignment to General Electric Capital Corporation), for itself and as administrative agent (together with its successor(s) thereto in such capacity, the "Grantee"), to EFFICIENT COLLABORATIVE RETAIL MARKETING COMPANY, LLC, a Delaware limited liability company, with an address of 27070 Miles Road, Suite A, Solon, Ohio 44139 (the "Grantor"), as follows:

WHEREAS, on November 5, 2014, the Grantor and Grantee entered into the Trademark Security Agreement ("Security Agreement");

WHEREAS, pursuant to said Security Agreement, the Grantor granted to the Grantee, among other collateral, a continuing security interest in all of the Grantor's right, title and interest, including goodwill, in, to and under its United States registered trademarks, including but not limited to the registered trademarks listed on the attached Schedule A (the "Registered Trademarks");

WHEREAS, said Security Agreement was recorded in the United States Patent & Trademark Office on November 21, 2014, at Reel 5406, Frame 0119;

Whereas, the Assignment of said Security Agreement, executed on August 21, 2015, was recorded in the United States Patent & Trademark Office on September 25, 2015, at Reel 5630, Frame 0268;

WHEREAS, the Grantee wishes to release its security interest in the Registered Trademarks and transfer and assign to the Grantor without recourse all of Grantee's right, title and interest in and to the Trademarks.

NOW THEREFORE, the Grantee hereby releases any security interest it may have in the Registered Trademarks listed in Schedule A, and assigns any and all right, title and interest it may have in and to the Registered Trademarks without recourse to the Grantor.

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IN WITNESS WHEREOF, the Grantee has caused this Release to be executed by its duly authorized officer.

ANTARES CAPITAL LP, as Grantee

By: _____

Name: Phillip P. Smith
Duly Authorized Signatory

Title: _____

TRADEMARK
REEL: 005670 FRAME: 0355

Schedule A
to
Release of Trademark Security Interest

Mark	Country	Application Number	Application Date	Registration Number	Registration Date
ECRM	United States	76/310,818	09/07/2001	2,651,645	11/19/2002
EPPS	United States	76/310,817	09/07/2001	2,639,110	10/22/2002
EFFICIENT COLLABORATIVE RETAIL MARKETING	United States	78/375,321	02/27/2004	3,238,462	05/01/2007