

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Trademark Security Agreement		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Active Response Group, Inc.		03/30/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hercules Technology Growth Capital, Inc.		
<b>Street Address:</b>	1941 Pearl Street		
<b>City:</b>	Boulder		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80302		
<b>Entity Type:</b>	CORPORATION: MARYLAND		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3220153	ACTIVE RESPONSE GROUP	
Registration Number:	3211149	BRANDARAMA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(617)951-8736		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	617-951-8075		
<b>Email:</b>	shannon.mcguire@bingham.com		
<b>Correspondent Name:</b>	Shannon McGuire		
<b>Address Line 1:</b>	150 Federal Street		
<b>Address Line 2:</b>	Bingham McCutchen		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02110		
<b>NAME OF SUBMITTER:</b>	Shannon L. McGuire		
<b>Signature:</b>	/SLMcGuire/		
<b>Date:</b>	04/27/2007		

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**Total Attachments: 7**

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**TRADEMARK SECURITY AGREEMENT**

This Agreement is dated as of March 30, 2007, between Active Response Group, Inc., a Delaware corporation, with its chief executive office and principal place of business located at 26 West 17th Street, Suite 900, New York, NY 10011 ("*Grantor*"), and Hercules Technology Growth Capital, Inc., a Maryland corporation, with its chief executive office and principal place of business located at 1941 Pearl Street, Boulder CO 80302 ("*Secured Party*").

**RECITALS**

A. Grantor owns the Trademarks (as defined in the Loan Agreement) and is a party to the Trademark Licenses listed on Schedule 1 hereto:

B. Grantor and Secured Party are parties to a Loan and Security Agreement dated as of March 30, 2007 and all ancillary documents entered into in connection with such Loan and Security Agreement, all as may be amended, restated or modified from time to time (hereinafter referred to collectively as the "*Loan Agreement*");

C. Pursuant to the terms of the Loan Agreement, Grantor has granted to Secured Party a first priority security interest, subject to Permitted Liens in certain personal property assets of Grantor, including all right, title and interest of Grantor in, to and under all of Grantor's Trademarks, and Trademark Licenses (as defined in the Loan Agreement), and all products and proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement or dilution thereof or injury to the associated goodwill, to secure the payment of all amounts owing under the Loan Agreement.

D. All capitalized terms not defined herein shall have the meanings set forth in the Loan Agreement.

NOW, THEREFORE, in consideration of the premises, Grantor hereby agrees with Secured Party as follows:

1. To secure the complete and timely satisfaction of all Secured Obligations, Grantor hereby grants and conveys to Secured Party a continuing security interest in and lien on all of Grantor's right, title and interest in and to, whether presently existing or hereafter arising or acquired, the Trademarks (including those listed on Schedule 1 hereto (as the same may be amended pursuant hereto from time to time)), and Trademark Licenses, including, without limitation, all renewals thereof, all proceeds of infringement suits, the right to sue for past, present and future infringements and all rights corresponding thereto throughout the world, and the goodwill of the business to which each of the Trademarks relates.

2. Grantor represents, warrants and covenants that:

a) Grantor is the sole and exclusive owner of the entire and unencumbered right, title and interest in and to each of the Trademarks, free and clear of any liens, charges and encumbrances, except for Permitted Liens, including, without limitation, pledges, assignments, licenses, shop rights and covenants by Grantor not to sue third persons, except for any license disclosed in Schedule 1;

b) The Trademarks are subsisting and have not been adjudged invalid or unenforceable;

c) To the best of Grantor's knowledge, each of the Trademarks is valid and enforceable;

d) No claim has been made that the use of any of the Trademarks does or may violate the rights of any third person;

e) Grantor has the unqualified right to enter into this Agreement and perform its terms;

f) Grantor has used, and will continue to use for the duration of this Agreement, proper statutory notice in connection with its use of the Trademarks; and

g) Grantor has used, and will continue to use for the duration of this Agreement, consistent standards of quality of products sold under the Trademarks.

3. Grantor hereby grants to Secured Party the right to visit Grantor's facilities to inspect the products at reasonable times during regular business hours. Grantor shall do any and all acts reasonably required by Secured Party to ensure Grantor's compliance with paragraph 2(g).

4. Grantor agrees that, until all of the Secured Obligations shall have been satisfied in full, it will not enter into any agreement relating to Grantor's Trademarks (for example, a license agreement) which is inconsistent with Grantor's obligations under this Agreement, without Secured Party's prior written consent; provided, that so long as no Event of Default shall have occurred and be continuing, Grantor may grant licenses to third parties to use the Trademarks in the ordinary course of business of both Grantor and such third party on arm's length and customary business terms.

5. If, before the Secured Obligations shall have been satisfied in full, Grantor shall obtain rights to any new Trademarks, the provisions of paragraph 1 shall automatically apply thereto and Grantor shall give Secured Party prompt written notice thereof.

6. Grantor authorizes Secured Party to unilaterally modify this Agreement by amending Schedule 1 to include any future registered Trademarks (including applications thereof) covered by paragraphs 1 and 5 hereof.

7. If any Event of Default shall have occurred and be continuing, Secured Party shall have, in addition to all other rights and remedies given it by this Agreement or the Loan Agreement, those allowed by law and the rights and remedies of a secured party under the Uniform Commercial Code as enacted in any jurisdiction in which the Trademarks may be located and, without limiting the generality of the foregoing, the Secured Party may immediately, without demand of performance and without other notice (except as set forth below) or demand whatsoever to Grantor, all of which are hereby expressly waived, and without advertisement, sell at public or private sale or otherwise realize upon, all or from time to time any of the Trademarks, or any interest which the Grantor may have therein, and after deducting from the proceeds of sale or other disposition of the Trademarks all expenses (including all reasonable expenses for brokers' fees and legal services), shall apply the residue of such proceeds toward the payment of the Secured Obligations. Any remainder of the proceeds after payment in full of the Secured Obligations shall be paid over to Grantor. Notice of any sale or other disposition of the Trademarks shall be given to Grantor at least ten (10) days before the time of any intended public or private sale or other disposition of the Trademarks is to be made, which Grantor hereby agrees shall be reasonable notice of such sale or other disposition. At any such sale or other disposition Secured Party or its assignee may, to the extent permissible under applicable law, purchase the whole or any part of the

Trademarks sold, free from any right of redemption on the part of Grantor, which right is hereby waived and released.

8. At any time and from time to time, upon the written request of Secured Party, and at the sole expense of Grantor, Grantor will promptly and duly execute and deliver such further instruments and documents and take such further action as Secured Party may reasonably request for the purpose of obtaining or preserving the full benefits of this Agreement and the Loan Agreement, and of the rights and powers herein and therein granted, including, without limitation, the filing of any additional, supplemental, or amended Trademark Security Agreements, or the filing of any financing statements or continuation statements under the Uniform Commercial Code in effect in any jurisdiction with respect to the Liens created hereby or in any of the Loan Agreements.

9. At such time as Grantor shall completely satisfy all of the Secured Obligations, this Agreement shall terminate and Secured Party shall execute and deliver to Grantor all terminations, or other instruments as may be necessary or proper to terminate the security interest granted herein and to terminate Grantor's obligations hereunder, subject to any disposition thereof which may have been made by Secured Party pursuant hereto.

10. Any and all fees, costs and expenses, of whatever kind or nature, including the reasonable attorneys' fees and legal expenses incurred by Secured Party in connection with the preparation of this Agreement and all other documents relating hereto and the consummation of this transaction, the filing or recording of any documents (including all taxes in connection therewith) in public offices, the payment or discharge of any taxes, reasonable counsel fees, maintenance fees, encumbrances or otherwise protecting, maintaining or preserving the Trademarks, or in defending or prosecuting any actions or proceedings arising out of or related to the Trademarks, shall be borne and paid by Grantor on demand by Secured Party and shall be added to the principal amount of the Secured Obligations.

11. Grantor shall have the duty, through counsel reasonably acceptable to Secured Party, to prosecute diligently any Trademark applications pending as of the date of this Agreement or thereafter until the Secured Obligations shall have been paid in full, to make federal application on registrable but unregistered Trademarks, to file and prosecute opposition and cancellation proceedings and to do any and all acts which are necessary or desirable to preserve and maintain all rights in the Trademarks. Any expenses incurred in connection with the Trademarks shall be borne by Grantor. The Grantor shall only abandon a Trademark if, while exercising good faith and reasonable business judgment, Grantor determines it is prudent or appropriate.

12. Grantor shall have the right, with the prior written consent of Secured Party, which will not be unreasonably withheld, to bring any opposition proceedings, cancellation proceedings or lawsuit in its own name to enforce or protect the Trademarks, in which event Secured Party may, if necessary, be joined as a nominal party to such suit if Secured Party shall have been satisfied that it is not thereby incurring any risk of liability because of such joinder. Grantor shall promptly, upon demand, reimburse and indemnify Secured Party for all damages, costs and expenses, including reasonable attorneys' fees incurred by Secured Party, in accordance with the Loan Agreement.

13. Grantor hereby authorizes and empowers Secured Party to make, constitute and appoint any officer or agent of Secured Party as Secured Party may select, in its exclusive discretion, as Grantor's true and lawful attorney-in-fact, with the power, after and during the continuance of an Event of Default, to endorse Grantor's name on all applications, documents, papers and instruments necessary for Secured Party to use the Trademarks, or to grant or issue any exclusive or nonexclusive license under the Trademarks to anyone else, or necessary for Secured Party to, pledge, convey or otherwise transfer title in

or dispose of the Trademarks to any third person as a part of Secured Party's realization on such collateral upon acceleration of the Secured Obligations following an Event of Default. Grantor hereby ratifies all that such attorney shall lawfully do or cause to be done by virtue hereof. This power of attorney being coupled with an interest shall be irrevocable for the life of this Agreement.

14. If Grantor fails to comply with any of its obligations hereunder, Secured Party may do so in Grantor's name or in Secured Party's name, but at Grantor's expense, and Grantor hereby agrees to reimburse Secured Party in full for all expenses, including reasonable attorneys' fees, incurred by Secured Party in protecting, defending and maintaining the Trademarks.

15. No course of dealing between Grantor and Secured Party, nor any failure to exercise, nor any delay in exercising, on the part of Secured Party, any right, power or privilege hereunder or under the Loan Agreement shall operate as a waiver thereof; nor shall any single or partial exercise of any right, power or privilege hereunder or thereunder preclude any other or further exercise thereof or the exercise of any other right, power or privilege.

16. All of Secured Party's rights and remedies with respect to the Trademarks, whether established hereby or by the Loan Agreement, or any other agreements or by law, shall be cumulative and may be exercised singularly or concurrently.

17. The provisions of this Agreement are severable, and if any clause or provision shall be held invalid and unenforceable in whole or in part in any jurisdiction, then such invalidity or unenforceability shall affect only such clause or provision, or part thereof, in such jurisdiction, and shall not in any manner affect such clause or provision in any other jurisdiction, or any other clause or provision of this Agreement in any jurisdiction.

18. This Agreement is subject to modification only by a writing signed by both parties, except as provided in paragraph 6.

19. This Agreement shall be binding upon Grantor and Secured Party and their respective permitted successors and assigns, and shall inure to the benefit of Grantor, Secured Party and the respective permitted successors and assigns, of Secured Party and Grantor.

20. The validity and interpretation of this Agreement and the rights and obligations of the parties shall be governed by the laws of the State of California.

21. Section 11.2 (*Notice*) of the Loan Agreement is hereby incorporated herein in its entirety, except that references therein to the term Lender shall be deemed to be references to Secured Party herein and references therein to the term Borrower shall be deemed to be references to Grantor herein.

*[Remainder of Page Intentionally Left Blank]*

WITNESS the execution hereof under seal as of the day and year first above written.

ACTIVE RESPONSE GROUP, INC.

By: *Vasant Naranani*  
Name: VASANT NARANANI  
Title: CFO

HERCULES TECHNOLOGY GROWTH CAPITAL, INC.

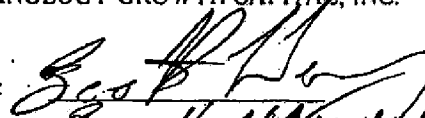
By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

WITNESS the execution hereof under seal as of the day and year first above written.

ACTIVE RESPONSE GROUP, INC.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

HERCULES TECHNOLOGY GROWTH CAPITAL, INC.

By:   
Name: Scott H. Kew  
Title: Chairman & CEO



**SCHEDULE 1 TO  
TRADEMARK SECURITY AGREEMENT**

**REGISTERED TRADEMARKS**

<b>Trademark</b>	<b>Current Owner of Record</b>	<b>Status</b>	<b>Registration No.</b>	<b>Registration Date</b>	<b>Int. Class(es)</b>
ACTIVE RESPONSE GROUP	Active Response Group, Inc.	Registered	3220153	03/20/2007	35
BRANDARAMA	Active Response Group, Inc.	Registered	3211149	2/20/07	35

**TRADEMARK APPLICATIONS**

None.

**COMMON LAW TRADEMARKS**

<b>Trademark</b>	<b>Where Use Found</b>	<b>Goods/Services</b>
ACTIVE RESPONSE GROUP & Design	www.activeresponsegroup.com	Online marketing services
BRANDARAMA & Design	www.brandarama.com	Online marketing services