

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Security Agreement

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Advantage Sales & Marketing LLC		05/05/2010	LIMITED LIABILITY COMPANY: UNITED STATES

**RECEIVING PARTY DATA**

Name:	CREDIT SUISSE AG, as First Lien Collateral Agent
Street Address:	Eleven Madison Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10010
Entity Type:	Bank: SWITZERLAND

**PROPERTY NUMBERS Total: 23**

Property Type	Number	Word Mark
Registration Number:	3271825	ADVANTAGE SALES & MARKETING
Registration Number:	3279484	CAMPAIGNERS
Registration Number:	3578434	CAMPAIGNERS
Registration Number:	3376780	HOMEMADE
Serial Number:	76659513	HOMEMADE MAGAZINE
Registration Number:	3358769	IN INTEGRATED
Registration Number:	2738332	IN INTEGRATED
Registration Number:	2963835	MARKETRATION
Registration Number:	3107887	PROMOPOINT MARKETING
Registration Number:	3653406	SMARTEAM
Serial Number:	77003617	SPEED TO INSIGHT
Serial Number:	77003640	SPEED TO INSIGHT
Serial Number:	77003643	SPEED TO INSIGHT
Registration Number:	3131161	TFI

OP \$590.00 3271825

Registration Number:	3217634	TFI.
Registration Number:	3211350	TFI.
Registration Number:	3069196	THRILLING AMERICAN GRILLING & TAILGATING
Registration Number:	2808755	TRY-FOODS
Registration Number:	2844800	TRY-FOODS
Registration Number:	2031624	TRY-FOODS INTERNATIONAL
Registration Number:	2813068	TRY-FOODS INTERNATIONAL, INC.
Registration Number:	3102737	VIVIENDO
Registration Number:	3500161	YOUR CAUSE IS OUR CAUSE

**CORRESPONDENCE DATA**

Fax Number: (800)494-7512  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 202-370-4761  
Email: ecallahan@nationalcorp.com  
Correspondent Name: Elspeth Callahan  
Address Line 1: 1100 G St NW Suite 420  
Address Line 2: National Corporate Research  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	F 126574
NAME OF SUBMITTER:	Manuel F. Gomez
Signature:	/Manuel F. Gomez/
Date:	05/05/2010

**Total Attachments: 8**  
source=Advantage Sales & Marketing - Trademark Filing#page2.tif  
source=Advantage Sales & Marketing - Trademark Filing#page3.tif  
source=Advantage Sales & Marketing - Trademark Filing#page4.tif  
source=Advantage Sales & Marketing - Trademark Filing#page5.tif  
source=Advantage Sales & Marketing - Trademark Filing#page6.tif  
source=Advantage Sales & Marketing - Trademark Filing#page7.tif  
source=Advantage Sales & Marketing - Trademark Filing#page8.tif  
source=Advantage Sales & Marketing - Trademark Filing#page9.tif

## First Lien Trademark Security Agreement

**First Lien Trademark Security Agreement**, dated as of May 5, 2010, by ADVANTAGE SALES & MARKETING LLC, a California limited liability company (the "Pledgor"), in favor of CREDIT SUISSE AG, in its capacity as collateral agent pursuant to the First Lien Credit Agreement (in such capacity, the "Collateral Agent").

### WITNESSETH:

WHEREAS, the Pledgor is party to a First Lien Security Agreement of even date herewith (the "First Lien Security Agreement") in favor of the Collateral Agent pursuant to which the Pledgor is required to execute and deliver this First Lien Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Collateral Agent, for the benefit of the Secured Parties, to enter into the First Lien Credit Agreement, the Pledgor hereby agrees with the Collateral Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the First Lien Security Agreement and used herein have the meaning given to them in the First Lien Security Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. The Pledgor hereby mortgages, pledges and grants to the Collateral Agent for the benefit of the Secured Parties a lien on and security interest in and to all of its right, title and interest in, to and under all the following Pledged Collateral of the Pledgor:

- (a) Trademarks of the Pledgor listed on Schedule I attached hereto;
- (b) all Goodwill associated with such Trademarks; and
- (c) all Proceeds of any and all of the foregoing (other than Excluded Property).

SECTION 3. Security Agreement. The security interest granted pursuant to this First Lien Trademark Security Agreement is granted in conjunction with the security interest granted to the Collateral Agent pursuant to the First Lien Security Agreement and the Pledgor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the First Lien Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this First Lien Trademark Security Agreement is deemed to conflict with the First Lien Security Agreement, the provisions of the First Lien Security Agreement shall control unless the Collateral Agent shall otherwise reasonably determine with the consent of the Pledgor, which consent shall not be unreasonably delayed or withheld.

SECTION 4. Termination. Upon the payment in full of the Secured Obligations (other than contingent indemnification obligations not then due and payable) and termination of the First Lien Security Agreement, the Collateral Agent shall execute, acknowledge, and deliver to the Pledgor an instrument in writing in recordable form releasing the collateral pledge, grant, assignment, lien and security interest in the Trademarks under this First Lien Trademark Security Agreement.

SECTION 5. Counterparts. This First Lien Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this First Lien Trademark Security Agreement by signing and delivering one or more counterparts.

SECTION 6. Governing Law. This First Lien Trademark Security Agreement shall be construed in accordance with and governed by the law of the State of New York, without regard to conflicts of law principles that would require the application of the laws of another jurisdiction.

[signature page follows]

IN WITNESS WHEREOF, the Pledgor has caused this First Lien Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

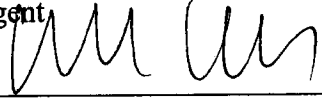
Very truly yours,

ADVANTAGE SALES & MARKETING  
LLC

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

Accepted and Agreed:

CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH,  
as Collateral Agent

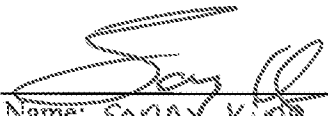
By:   
Name: ROBERT HETU  
Title: MANAGING DIRECTOR

By:   
Name: KEVIN BUDDHDEW  
Title: ASSOCIATE

IN WITNESS WHEREOF, the Pledgor has caused this First Lien Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,

ADVANTAGE SALES & MARKETING  
LLC

By:   
Name: Sonny King  
Title: Chief Executive Officer

Accepted and Agreed:

CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH,  
as Collateral Agent




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

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

**SCHEDULE I**  
to  
**FIRST LIEN TRADEMARK SECURITY AGREEMENT**  
**TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS**

**Trademark Registrations:**

<i>Trademark</i>	<i>Owner</i>	<i>Serial No./Date Reg. No./Date</i>
<b>ADVANTAGE SALES AND MARKETING®</b>	Advantage Sales & Marketing LLC	78/801507 1(a) filed 01/ 27/ 06  3271825 07/31/07
 <b>campaigners</b> ®	Advantage Sales & Marketing LLC	78781289  ®3279484 08/14/07
<b>CAMPAINERS ®</b> (words only)	Advantage Sales & Marketing LLC	77140673  ®3578434 2/24/09
 <b>HOMEMADE</b> ®	Advantage Sales & Marketing LLC	76/671926 1/29/07  3376780 02/05/08
HOMEMADE MAGAZINE™	Advantage Sales & Marketing LLC	76/659513 5/30/06
	Advantage Sales & Marketing LLC	77/140677 3/26/01  3358769 12/25/07
<b>IN INTEGRATED ®</b>	Advantage Sales & Marketing LLC	® 2738332 07/15/03
<b>MARKETRATION ®</b> (Word only not stylized logo)	Advantage Sales & Marketing LLC	® 2963835 06 28 05
<b>PROMOPOINT MARKETING ®</b> (Word only not stylized logo)	Advantage Sales & Marketing LLC	® 3107887 06/20/06

<b>Trademark</b>	<b>Owner</b>	<b>Serial No./Date Reg. No./Date</b>
<b>SMARTEAM®</b>	Advantage Sales & Marketing LLC	®3653406 07/14/09
<b>SPEED TO INSIGHT™</b>	Advantage Sales & Marketing LLC	77/003617 09 20 06
<b>SPEED TO INSIGHT™</b>	Advantage Sales & Marketing LLC	77/003640 09 20 06
<b>SPEED TO INSIGHT™</b>	Advantage Sales & Marketing LLC	77/003643 09 20 06
<b>TFI ®</b>	Advantage Sales & Marketing LLC	® 3131 161 08 15 06
<b>TFI and Design</b>  ®	Advantage Sales & Marketing LLC	78/875048 05 03 06  3217634 03/13/07
<b>TFI and Design</b>  ®	Advantage Sales & Marketing LLC	® 3211350  2/20/07
<b>THRILLING AMERICAN GRILLING &amp; TAILGATING and Design</b>  ®	Advantage Sales & Marketing LLC	® 3069196 03 14 06
<b>TRY-FOODS</b> ®	Advantage Sales & Marketing LLC	® 2808755 01/27/04
<b>TRY-FOODS</b> ®	Advantage Sales & Marketing LLC	® 2844800 05 25 04
<b>TRY-FOODS INTERNATIONAL</b> ®	Advantage Sales & Marketing LLC	® 2031624  1/21/97
<b>TRY-FOODS INTERNATIONAL, INC.</b> ®	Advantage Sales & Marketing LLC	® 2813068 02 10 04
<b>VIVIENDO (Stylized)</b> <b>VIVIENDO</b> ®	Advantage Sales & Marketing LLC	®3102737 06 13 06
<b>YOUR CAUSE IS OUR CAUSE®</b>	Advantage Sales & Marketing LLC	78799037 1/25/06  3500161 09/09/08

**Trademark Applications:**

(NY) 08014/581/SECURITY/Trademark.Security Agreement.First.Lien.doc



None.

**Domain Names:**

<b>Domain Name</b>	<b>Owner</b>
ACBPREPORTING.COM	Advantage Sales & Marketing LLC
ACSM.COM	Advantage Sales & Marketing LLC
ADVANTAGECKN.COM	Advantage Sales & Marketing LLC
ASMAGENCY.COM	Advantage Sales & Marketing LLC
ASMCAMPAIGNERS.COM	Advantage Sales & Marketing LLC
ASMCO.COM	Advantage Sales & Marketing LLC
ASMCONNECT.COM	Advantage Sales & Marketing LLC
ASMCONNECTS.COM	Advantage Sales & Marketing LLC
ASMDAL.COM	Advantage Sales & Marketing LLC
ASMDEN.COM	Advantage Sales & Marketing LLC
ASMECM.COM	Advantage Sales & Marketing LLC
ASMFIELDFORCE.COM	Advantage Sales & Marketing LLC
ASMHOU.COM	Advantage Sales & Marketing LLC
ASMMAC.COM	Advantage Sales & Marketing LLC
ASMMD.COM	Advantage Sales & Marketing LLC
ASMNEP.COM	Advantage Sales & Marketing LLC
ASMNET.COM	Advantage Sales & Marketing LLC
ASMNETX.COM	Advantage Sales & Marketing LLC
ASMPA.COM	Advantage Sales & Marketing LLC
ASMPHX.COM	Advantage Sales & Marketing LLC
ASMSAT.COM	Advantage Sales & Marketing LLC
ASMSC.COM	Advantage Sales & Marketing LLC
ASMSCB.COM	Advantage Sales & Marketing LLC
ASMSOUTH.COM	Advantage Sales & Marketing LLC
ASMTEX.COM	Advantage Sales & Marketing LLC
ASMVA.COM	Advantage Sales & Marketing LLC
ASMWC.COM	Advantage Sales & Marketing LLC
BETTERHEALTHEVERYDAY.COM	Advantage Sales & Marketing LLC
BINSALES.COM	Advantage Sales & Marketing LLC
CAMPAIGNERS.COM	Advantage Sales & Marketing LLC
CHANNELCHAMPIONS.COM	Advantage Sales & Marketing LLC
DEMORESULTS.COM	Advantage Sales & Marketing LLC
FRESHHEALTHEVERYDAY.COM	Advantage Sales & Marketing LLC
FULFILLMENTXPRESS.COM	Retail Merchandising Xpress LLC
FULLFILLMENTXPRESS.NET	Retail Merchandising Xpress LLC
HOMEMADEMAGAZINE.COM	Advantage Sales & Marketing LLC
HOMEMADEMAGAZINE.NET	Advantage Sales & Marketing LLC
INCALENDAR.NET	Advantage Sales & Marketing LLC
INSTOREOPPORTUNITIES.COM	In-Store Opportunities, Inc.
ITSINTHEBAGMACCFUND.COM	Advantage Sales & Marketing LLC
MARKETINGSL.COM	Advantage Sales & Marketing LLC

Domain Name	Owner
MARKETRATION.COM	Advantage Sales & Marketing LLC
PEZROW.COM	Advantage Sales & Marketing LLC
POPNSSELL.COM	Advantage Sales & Marketing LLC
PROMOFACTS.COM	Advantage Sales & Marketing LLC
PROMOPOINTMARKETING.COM	Advantage Sales & Marketing LLC
RMXPRESS.COM	Retail Merchandising Xpress LLC
RMXPRESS.NET	Retail Merchandising Xpress LLC
SIGMARETAIL.COM	Advantage Sales & Marketing LLC
SMARTTEAMCONSULTING.COM	Advantage Sales & Marketing LLC
SMARTEAMCONSULTING	Advantage Sales & Marketing LLC
SPRINGBOARDDIRECT.COM	Advantage Sales & Marketing LLC
SUPERFRIDGE.COM	In-Store Opportunities, Inc.
SUPPORTINGOURSCHOOLS.COM	Advantage Sales & Marketing LLC
SUPPORTOURBRANDS.COM	Advantage Sales & Marketing LLC
SWESTBROKERAGE.COM	Advantage Sales & Marketing LLC
TFIMARKETING.COM	Advantage Sales & Marketing LLC
THESMARTEAM.COM	Advantage Sales & Marketing LLC
THINKINTEGRATED.COM	Advantage Sales & Marketing LLC
TRYFOODS.COM	Advantage Sales & Marketing LLC
WMBESTMAGAZINE.COM	Advantage Sales & Marketing LLC
YOURSTORESRECIPIES.COM	Advantage Sales & Marketing LLC