

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Release of Security Interest

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BANK OF AMERICA, N.A., as Administrative Agent		07/01/2011	National Banking Association: UNITED STATES

RECEIVING PARTY DATA

Name:	RMSG, LLC
Street Address:	100 AMERICAN METRO BOULEVARD
City:	HAMILTON
State/Country:	NEW JERSEY
Postal Code:	08619
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 35

Property Type	Number	Word Mark
Registration Number:	3724844	INTERACTIVE. RELEVANCE. RESULTS.
Registration Number:	3250961	ROSETTA
Registration Number:	3820290	ROSETTA INTERACTIVE. RELEVANCE. RESULTS.
Registration Number:	3736258	
Registration Number:	3225547	CHOICEDRIVERS
Registration Number:	3234246	PERSONALITY MARKETING SYSTEM
Registration Number:	3240358	SEGMENT-ON-THE-FLY
Registration Number:	3242853	X-TOOL
Registration Number:	3234247	PERSONALITY-TRAC
Registration Number:	3237929	ROSETTA MARKETING WARE
Registration Number:	3234248	PERSONALITY
Registration Number:	3197296	PHYSICIAN PERSONALITY
Registration Number:	3234249	PATIENT PERSONALITY
Registration Number:	3242854	TECHNOLOGY PERSONALITY

TRADEMARK

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Registration Number:	3234250	E-PERSONALITY
Registration Number:	3218572	TRAVEL & LEISURE PERSONALITY
Registration Number:	3234251	AUTO PERSONALITY
Registration Number:	3234252	NAB PERSONALITY
Registration Number:	3276822	CRUISE PERSONALITY
Registration Number:	3235031	CREDIT CARD PERSONALITY
Registration Number:	3276985	LENDING PERSONALITY
Registration Number:	3235032	BORROWING PERSONALITY
Registration Number:	3235033	INVESTMENT PERSONALITY
Registration Number:	3235034	BANKING PERSONALITY
Registration Number:	3235035	INSURANCE PERSONALITY
Registration Number:	3235036	MORTGAGE PERSONALITY
Registration Number:	3235037	VACATION PERSONALITY
Registration Number:	3235038	REAL ESTATE PERSONALITY
Registration Number:	3238261	CREDIT PERSONALITY
Registration Number:	3231311	HOME EQUITY PERSONALITY
Registration Number:	2419658	RMSG
Registration Number:	2369289	THE ROSETTA MARKETING STRATEGIES GROUP
Serial Number:	77591121	ROSETTA INTERACTIVE
Serial Number:	77619521	ENTERTAINMENT PERSONALITY
Serial Number:	77619516	MOVIE PERSONALITY

CORRESPONDENCE DATA

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ATTORNEY DOCKET NUMBER:	37198
NAME OF SUBMITTER:	Penelope J.A. Agodoa
Signature:	/pja/
Date:	07/05/2011

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**TERMINATION OF SECURITY INTEREST
IN UNITED STATES TRADEMARKS**

This **TERMINATION OF SECURITY INTEREST IN UNITED STATES TRADEMARKS** ("Release") is made by **BANK OF AMERICA, N.A.**, as Administrative Agent (the "Administrative Agent") pursuant to the Security Agreement as defined hereunder.

WHEREAS, **RMSG LLC** ("RMSG"), **BRULANT, LLC** ("Brulant"), and **LEVEL STUDIOS, LLC** (f/k/a LS Acquisition Sub, LLC) ("Level Studios") granted a security interest in certain trademarks and trademark applications to the Administrative Agent pursuant to a certain Trademark Security Agreement (the "Security Agreement"), dated as of September 20, 2010 (as amended, restated, supplemented or otherwise modified from time to time), made by **ROSETTA LLC** ("Rosetta"), **ROSETTA MARKETING GROUP, LLC** and certain Subsidiaries of Rosetta (collectively, the "Grantors"), in favor of the Administrative Agent.

FOR VALUABLE CONSIDERATION RECEIVED, the Administrative Agent hereby releases and reassigns to the Grantors the security interest granted to the Administrative Agent in each of the trademarks and trademark applications listed on Schedule A attached hereto (the "Released Trademarks").

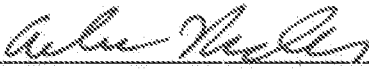
The security interest was recorded with the United States Patent and Trademark Office on September 20, 2010 as following:

RMSG	Reel 004280; Frame 0800
Brulant	Reel 004280; Frame: 0869
Level Studios	Reel 004280; Frame: 0768

This Release is a complete release of the security interest and liens created by the Security Agreement with respect to the Released Trademarks identified herein. The Administrative Agent authorizes and requests that the Patent and Trademark Office note and record the existence of the release hereby given. This release does not affect any other properties subject to the Security Agreement

Dated: July 1, 2011

BANK OF AMERICA, N.A., as Administrative Agent

By: 
Name: Andrew Richards
Title: SVP

SCHEDULE A

TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS

RMSG LLC:

Trademark	Country of Registration or Application	Application and/or Registration Number	Application/Filing and/or Registration/Issue Date(s)
Interactive. Relevance. Results.	US	App#: 77695772 Reg#: 3,724,844	Reg Date: 12/15/09
Rosetta	US	App#: 78792515 Reg#: 3,250,961	Reg Date: 6/12/07
Rosetta Interactive	US	App#: 77591121	Filing Date: 05/10/09
Rosetta. Interactive. Relevance. Results.	US	App#: 77713582 Reg#: 3,820,290	Reg Date: 7/20/10
Whiteball	US	App#: 78713555 Reg #: 3,736,258	Reg Date: 1/2/10
Entertainment Personality	US	App#: 77619521	Filing Date: 11/21/08
Movie Personality	US	App#: 77619516	Filing Date: 11/21/08
ChoiceDrivers	US	App#: 78384145 Reg#: 3,225,547	Reg Date: 4/3/07
Personality Marketing System	US	App#: 78384151 Reg#: 3,234,246	Reg Date: 4/24/07
Segment-on-the-Fly	US	App#: 78384159 Reg#: 3,240,358	Reg Date: 5/08/07
X-Tool	US	App#: 78384167 Reg#: 3,242,853	Reg Date: 5/15/07
PERSONALITY-TRAC	US	App#: 78384187 Reg#: 3,234,247	Reg Date: 4/24/07
ROSETTA MARKETING WARE	US	App#: 78384198 Reg#: 3,237,929	Reg Date: 5/1/07
Personality	US	App#: 78384203 Reg#: 3,234,248	Reg Date: 4/24/07
Physician Personality	US	App#: 78384210 Reg#: 3,197,296	Reg Date: 1/9/07
PATIENT PERSONALITY	US	App#: 78384214 Reg#: 3,234,249	Reg Date: 4/24/07
Technology Personality	US	App#: 78384221 Reg#: 3,242,854	Reg Date: 5/15/07
E-Personality	US	App#: 78384229 Reg#: 3,234,250	Reg Date: 4/24/07
Travel & Leisure Personality	US	App#: 78384329 Reg#: 3,218,572	Reg Date: 3/13/07
Auto Personality	US	App#: 78384243 Reg#: 3,234,251	Reg Date: 4/24/07

Trademark	Country of Registration or Application	Application and/or Registration Number	Application/Filing and/or Registration/Issue Date(s)
NAB Personality	US	App#: 78384247 Reg#: 3,234,252	Reg Date: 4/24/07
CRUISE PERSONALITY	US	App#: 78615882 Reg#: 3,276,822	Reg Date: 4/24/07
CREDIT CARD PERSONALITY	US	App#: 78662734 Reg#: 3,235,031	Reg Date: 4/24/07
LENDING PERSONALITY	US	App#: 78662751 Reg#: 3,276,985	Reg Date: 8/7/07
BORROWING PERSONALITY	US	App#: 78662761 Reg#: 3,235,032	Reg Date: 4/24/07
INVESTMENT PERSONALITY	US	App#: 78662765 Reg#: 3,235,033	Reg Date: 4/24/07
BANKING PERSONALITY	US	App#: 78662772 Reg#: 3,235,034	Reg Date: 4/24/07
INSURANCE PERSONALITY	US	App#: 78662789 Reg#: 3,235,035	Reg Date: 4/24/07
MORTGAGE PERSONALITY	US	App#: 78662797 Reg#: 3,235,036	Reg Date: 4/24/07
VACATION PERSONALITY	US	App#: 78662807 Reg#: 3,235,037	Reg Date: 4/24/07
REAL ESTATE PERSONALITY	US	App#: 78662826 Reg#: 3,235,038	Reg Date: 4/24/07
CREDIT PERSONALITY	US	App#: 78662734 Reg#: 3,238,261	Reg Date: 5/01/07
HOME EQUITY PERSONALITY	US	App#: 78662844 Reg#: 3,231,311	Reg Date: 4/17/07
RMSG	US	App#: 75509563 Reg#: 2,419,658	Reg Date: 1/09/01
THE ROSETTA MARKETING STRATEGIES	US	App#: 75509562 Reg#: 2,369,289	Reg Date: 7/18/00

BRULANT, LLC:

Trademark	Country of Registration or Application	Application and/or Registration Number	Application/Filing and/or Registration/Issue Date(s)
Brulant	US	App#: 676422215 Reg #: 2,695,623	Reg Date: 3/11/03

LEVEL STUDIOS, LLC (f/k/a LS Acquisition Sub, LLC):

Trademark	Country of Registration or Application	Application and/or Registration Number	Application/Filing and/or Registration/Issue Date(s)
LVL Level Studios	US	App#: 77528599	Filing Date: 7/22/08

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