

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	SECURITY INTEREST
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Multi-Ad Services, Inc.		11/07/2006	CORPORATION: ILLINOIS

RECEIVING PARTY DATA

Name:	Allied Capital Corporation
Street Address:	1919 Pennsylvania Avenue, N.W.
City:	Washington
State/Country:	DISTRICT OF COLUMBIA
Postal Code:	20006
Entity Type:	CORPORATION: MARYLAND

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	2777370	MULTIAD
Registration Number:	2731474	MULTIAD
Registration Number:	2431035	KWIKEE
Registration Number:	2426469	KWIKEE
Registration Number:	2063302	RECAS
Registration Number:	1353207	RECAS
Registration Number:	1549102	AD-MASTER
Registration Number:	1161254	AD-BUILDER
Registration Number:	0895218	KWIKEE

CORRESPONDENCE DATA

Fax Number: (704)339-3449  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: hcarpenter@rbh.com  
 Correspondent Name: Heather Carpenter

OP \$240.00 2777370

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ATTORNEY DOCKET NUMBER:	12714.01055
NAME OF SUBMITTER:	Heather Carpenter
Signature:	/Heather Carpenter/
Date:	11/08/2006

Total Attachments: 3  
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**GRANT OF SECURITY INTEREST  
IN PATENTS AND TRADEMARKS**

**WHEREAS**, MULTI-AD SERVICES, INC. (the “Pledgor”) is the owner of the trademarks and service marks listed on Schedule A attached hereto, which marks are registered or have pending registrations in the United States Patent and Trademark Office as set forth on Schedule A attached hereto (all such trademarks, service marks, registrations and applications, collectively, the “Trademarks”) and is the owner of the patents listed on Schedule A attached hereto, which patents are registered or have pending applications in the United States Patent and Trademark Office as set forth on Schedule A attached hereto (all such patents, registrations and applications, collectively, the “Patents”); and

**WHEREAS**, the Pledgor has entered into a Security Agreement (as amended, modified, restated or supplemented from time to time, the “Security Agreement”), dated as of November 7, 2006, in which the Pledgor has agreed with Allied Capital Corporation, as Administrative Agent (the “Administrative Agent”), with offices at 1919 Pennsylvania Avenue, N.W., Washington, D.C. 20006, to execute this Grant of Security Interest;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as security for the payment and performance of the Secured Obligations (as defined in the Security Agreement), the Pledgor does hereby grant to the Administrative Agent a security interest in all of its right, title and interest in and to the Trademarks and the Patents, and the use thereof, together with all proceeds and products thereof and the goodwill of the businesses symbolized by the Trademarks and the Patents. This Grant of Security Interest has been given in conjunction with the security interest granted to the Administrative Agent under the Security Agreement, and the provisions of this Grant of Security Interest are without prejudice to and in addition to the provisions of the Security Agreement, which are incorporated herein by this reference.

[Signatures on the following page]

**MULTI-AD SERVICES, INC.**

By: 

Name: William S. Ogden

Title: Vice President

Schedule A

**TRADEMARKS AND TRADEMARK APPLICATIONS**

	<u>Pledgor</u>	<u>Mark</u>	<u>Application or Registration No.</u>	<u>Country</u>	<u>Issue or Filing Date</u>
1.	Multi-Ad Services, Inc.	MULTIAD	2777370	USA	February 20, 2002
2.	Multi-Ad Services, Inc.	MULTIAD	2731474	USA	February 20, 2002
3.	Multi-Ad Services, Inc.	KWIKEE	2431035	USA	September 3, 1999
4.	Multi-Ad Services, Inc.	KWIKEE	2426469	USA	September 3, 1999
5.	Multi-Ad Services, Inc.	RECAS	2063302	USA	June 20, 1996
6.	Multi-Ad Services, Inc.	RECAS	1353207	USA	November 25, 1983
7.	Multi-Ad Services, Inc.	AD-MASTER	1549102	USA	May 2, 1988
8.	Multi-Ad Services, Inc.	AD-BUILDER	1161254	USA	June 25, 1979
9.	Multi-Ad Services, Inc.	KWIKEE	0895218	USA	June 24, 1968
10.	Multi-Ad Services, Inc.	MULTI AD AD-BUILDER	2111900	United Kingdom	October 2, 1996

**PATENTS AND PATENT APPLICATIONS**

None.