

**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
Iconoculture, Inc.		09/17/2007	CORPORATION: MINNESOTA

**RECEIVING PARTY DATA**

Name:	Comerica Bank
Street Address:	300 W. Sixth Street, Suite 1300
City:	Austin
State/Country:	TEXAS
Postal Code:	78701
Entity Type:	a Michigan banking corporation: MICHIGAN

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	76473415	ICONOCULTURE

**CORRESPONDENCE DATA**

Fax Number: (734)930-2494  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: asujek@bodmanllp.com  
 Correspondent Name: Angela Alvarez Sujek  
 Address Line 1: 201 S. Division Street, Suite 400  
 Address Line 4: Ann Arbor, MICHIGAN 48104

NAME OF SUBMITTER:	Angela Alvarez Sujek
Signature:	/Angela Alvarez Sujek/
Date:	10/08/2007

Total Attachments: 5  
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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of September 17, 2007, by and between COMERICA BANK ("Bank") and ICONOCULTURE, INC., a Minnesota corporation ("Grantor").

### RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodation to Grantor (the "Loans") in the amounts and manner set forth in that certain Loan and Security Agreement by and between Bank and Grantor dated of even date herewith (as the same may be amended, modified or supplemented from time to time, the "Loan Agreement"). Capitalized terms used herein are used as defined in the Loan Agreement.

B. Bank is willing to make the Loans to Grantor, but only upon the condition, among others, that Grantor shall grant to Bank a security interest in certain Copyrights, Trademarks and Patents to secure the obligations of Grantor under the Loan Agreement.

C. Pursuant to the terms of the Loan Agreement, Grantor has granted to Bank a security interest in all of Grantor's right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of its obligations under the Loan Agreement and all other agreements now existing or hereafter arising between Grantor and Bank, Grantor hereby represents, warrants, covenants and agrees as follows:

### AGREEMENT

To secure its obligations under the Loan Agreement and under any other agreement now existing or hereafter arising between Bank and Grantor, Grantor grants and pledges to Bank a security interest in all of Grantor's right, title and interest in, to and under its Intellectual Property Collateral (including without limitation those Copyrights, Patents and Trademarks listed on Exhibits A, B and C hereto), and including without limitation all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all re-issues, divisions continuations, renewals, extensions and continuations-in-part thereof.

This security interest is granted in conjunction with the security interest granted to Bank under the Loan Agreement. The rights and remedies of Bank with respect to the security interest granted hereby are in addition to those set forth in the Loan Agreement and the other Loan Documents, and those which are now or hereafter available to Bank as a matter of law or equity. Each right, power and remedy of Bank provided for herein or in the Loan Agreement or any of the Loan Documents, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein and the exercise by Bank of any one or more of the rights, powers or remedies provided for in this Intellectual Property Security Agreement, the Loan Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, including Bank, of any or all other rights, powers or remedies.

Grantor represents and warrants that Exhibits A, B, and C attached hereto set forth any and all intellectual property rights in connection to which Grantor has registered or filed an application with either the United States Patent and Trademark Office or the United States Copyright Office, as applicable.

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

GRANTOR:

Address of Grantor:

244 First Avenue North  
Suite 2  
Minneapolis, MN 55401  
Attn: Dolly Oliver

ICONOCULTURE, INC.

By: 

Title: CEO

Address of Bank:

Comerica Bank  
300 W. Sixth Street  
Suite 1300  
Austin, Texas 78701  
Attn: Manager  
Fax: (512)427-7178

BANK:

COMERICA BANK

By: 

Title: SVP

**EXHIBIT A**

**Copyrights**

Title	Reg. No.	Reg. Date
The future ain't what it used to be : the 40 cultural trends transforming your job, your life, your world	TX4743986	3/20/98

**EXHIBIT B**

**Patents**

None

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**TRADEMARK**  
**REEL: 003635 FRAME: 0216**

**EXHIBIT C**

**Trademarks**

Mark	App. No.	Reg. No.	Filing Date	Reg. Date
ICONOCULTURE	76/473415	2,862,098	12/4/02	7/13/04

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