

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Wells Fargo Bank, National Association, as Administrative Agent		04/01/2010	National Association: UNITED STATES

RECEIVING PARTY DATA

Name:	Ideal Media, LLC
Street Address:	303 E. Wacker Drive, 23rd Floor
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60601
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	1618689	FOODSERVICE DIRECTOR
Registration Number:	2860534	FOODSERVICE PRODUCTLINK
Registration Number:	1747067	HANDBOOK OF FOODSERVICE DISTRIBUTION
Registration Number:	2147797	ID
Registration Number:	1724129	ID UPDATE
Registration Number:	1632533	MENUMONITOR

CORRESPONDENCE DATA

Fax Number: (312)706-9000
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312 701 8307
 Email: zbeal@mayerbrown.com, ipdocket@mayerbrown.com, emelvin@mayerbrown.com
 Correspondent Name: Emily C. Melvin
 Address Line 1: P. O. Box 2828

OP \$165.00 1618689

900158672

**TRADEMARK
 REEL: 004178 FRAME: 0551**

Address Line 4: Chicago, ILLINOIS 60690-2828

ATTORNEY DOCKET NUMBER:	05114033 ECM
-------------------------	--------------

NAME OF SUBMITTER:	Emily C. Melvin
--------------------	-----------------

Signature:	/ecm/
------------	-------

Date:	04/01/2010
-------	------------

Total Attachments: 3

source=RELEASE OF TRADEMARK COLLATERAL APRIL 1 2010#page1.tif

source=RELEASE OF TRADEMARK COLLATERAL APRIL 1 2010#page2.tif

source=RELEASE OF TRADEMARK COLLATERAL APRIL 1 2010#page3.tif

RELEASE OF TRADEMARK COLLATERAL

(IDEAL MEDIA, LLC)

THIS RELEASE OF TRADEMARK COLLATERAL (this "Release") is made as of April 1, 2010, by WELLS FARGO BANK, NATIONAL ASSOCIATION, as administrative agent (in such capacity as the "Administrative Agent"), the secured party under the Security Agreement referred to below.

WITNESSETH:

WHEREAS, IDEAL MEDIA, LLC, a Delaware limited liability company ("Ideal Media"), and certain other entities executed that certain Security Agreement (Intellectual Property), dated as of September 26, 2005 (the "Security Agreement"), pursuant to which Ideal Media granted a security interest to the Administrative Agent in certain trademarks and other intellectual property of Ideal Media; and

WHEREAS, in connection with said Security Agreement, documentation was recorded with the United States Patent and Trademark Office at Reel 3170, Frame 0775 on October 5, 2005; and

WHEREAS, the Administrative Agent has agreed to release all its liens on, and only its liens on, the trademarks and trademark applications of Ideal Media identified on Exhibit A attached hereto and made a part hereof (the "Released Collateral"), and to reconvey any and all rights in the Released Collateral to the persons legally entitled thereto.

NOW, THEREFORE, in consideration of the promises and other good and valuable consideration, receipt of which is hereby acknowledged, the Administrative Agent hereby releases all its rights in and to the Released Collateral, reconveys to the persons legally entitled thereto all of the Administrative Agent's right, title and interest in and to the Released Collateral, all without warranty or representation of any kind.

IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be duly executed on the date first above written.

WELLS FARGO BANK, NATIONAL
ASSOCIATION, as Administrative Agent

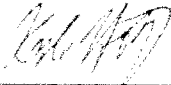
By: 
Name: Kyle Holtz
Title: Vice President

EXHIBIT A
TRADEMARKS

Registration Number

1618689
2860534
1747067
2147797
1724129
1632533