

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
Bank of America, N.A., as Collateral Agent		03/23/2010	Association: UNITED STATES

RECEIVING PARTY DATA

Name:	N.E.W. Holdings I, LLC
Street Address:	22660 Executive Drive
Internal Address:	Suite 122
City:	Sterling
State/Country:	VIRGINIA
Postal Code:	20166
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	2202043	APPLIANCE PROTECTION PLUS
Registration Number:	2860743	E=CRM2
Registration Number:	2906908	E=CRM2
Registration Number:	2952409	E=CRM2
Registration Number:	1527326	KEEP IT NEW
Registration Number:	2006401	KEEP IT NEW!
Registration Number:	2411864	NEW
Registration Number:	2368059	NEW
Registration Number:	1747399	PRICE PLUS
Registration Number:	2804003	PRODUCT ASSIST
Registration Number:	2522529	PRODUCT ASSIST IS ONLINE SO YOUR CUSTOMERS DON'T HAVE TO STAND IN ONE
Registration Number:	2614755	QUICK ASSIST

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Registration Number:	2718555	QUICK ASSIST
Registration Number:	2622450	RETURN ASSIST
Registration Number:	1737026	SATISFACTION PLUS

CORRESPONDENCE DATA

Fax Number: (202)408-3141
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 800-927-9801 x2348
Email: jpaterso@cscinfo.com
Correspondent Name: Corporation Service Company
Address Line 1: 1090 Vermont Avenue NW, Suite 430
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	361012-5
NAME OF SUBMITTER:	Jean Paterson
Signature:	/jep/
Date:	04/23/2010

Total Attachments: 6
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RELEASE OF TRADEMARK SECURITY AGREEMENT

THIS RELEASE OF TRADEMARK SECURITY AGREEMENT (this “Release”) is made as of March 23, 2010 (the “Effective Date”) by Bank of America, N.A., as collateral agent (in such capacity, the “Agent”) for the benefit of N.E.W. Holdings I, LLC, a Delaware limited liability company, and National Electronics Warranty, LLC (f/k/a National Electronics Warranty Corporation), a Delaware limited liability corporation (together, the “Grantors”).

WHEREAS, pursuant to the terms and conditions of that certain Trademark Security Agreement, dated as of May 22, 2007, between the Grantors and the Agent, the Grantors pledged, assigned and granted to the Agent a continuing security interest in all of its right, title and interest in and to certain collateral including, without limitation, the trademark registrations and applications set forth on Schedule I hereto along with the goodwill associated therewith (collectively, the “Trademarks”);

WHEREAS, the Security Agreement was recorded with the Trademarks Division of the U.S. Patent & Trademark Office on August 16, 2007, at Reel 003603 and Frame 0019;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Agent hereby terminates the Security Agreement, and hereby terminates, cancels, re-pledges, reassigns and releases any and all security interests it has against the Trademarks.

If and to the extent the Agent has acquired any right, title or interest to any of the Trademarks, it hereby assigns and transfers such rights, title or interest to their respective Grantors.

The Agent shall take all further actions, and provide to the Grantors and their successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by the Grantors to more fully and effectively effectuate the purposes of this Release.





IN WITNESS WHEREOF, the Agent has caused this Release to be executed by its duly authorized representative as of the Effective Date:

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

By: *Robert Klawinski*
Name:
Title: **Robert Klawinski**
Senior Vice President

[Trademark Release No. 1]

SCHEDULE I

Mark	Owner ¹	App. / Reg. No.	Class(es)	Date Filed / Registered
APPLIANCE PROTECTION PLUS	N	2,202,043	36	11/03/1998
E=CRM2	N	2,860,743	35	07/06/2004
E=CRM2	N	2,906,908	36	11/30/2004
E=CRM2 (& Design) 	N	2,952,409	35, 36	05/17/2005
KEEP IT NEW (& Design) 	N	1,527,326	36	02/28/1996
KEEP IT NEW!	N	2,006,401	36	10/08/1986
NEW (& Design) 	N	2,411,864	35	12/12/2000
NEW (& Design) 	N	2,368,059	36	07/18/2000
PRICE PLUS	N	1,747,399	36	01/19/1993
PRODUCT ASSIST	N,G	2,804,003	35, 36, 42	01/13/2004
PRODUCT ASSIST IS ONLINE SO YOUR CUSTOMERS DON'T HAVE TO STAND IN ONE	N,G	2,522,529	35, 42	12/25/2001
QUICK ASSIST	N,G	2,614,755	35	09/03/2002
QUICK ASSIST	N,G	2,718,555	42	05/27/2003

¹ N = National Electronics Warranty LLC, G = Genco Distribution Systems, Inc., S = ServiceBench, Inc.

Mark	Owner¹	App. / Reg. No.	Class(es)	Date Filed / Registered
RETURN ASSIST	N,G	2,622,450	36	09/17/2002
SATISFACTION PLUS	N	1,737,026	36	12/01/1992