

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
UBS AG, Stamford Branch		05/05/2010	Bank: SWITZERLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Advantage Sales & Marketing LLC		
<b>Street Address:</b>	18100 Von Karman Avenue, Suite #900		
<b>Internal Address:</b>	Attention: Tania King, General Counsel		
<b>City:</b>	Irvine		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92612		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2416433	FILL THE PANTRY	
<b>Registration Number:</b>	2738332	IN INTEGRATED	
<b>Registration Number:</b>	2020938	THE CONSUMER CONNECTION	
<b>Serial Number:</b>	78461667	PROMOPOINT MARKETING	
<b>Serial Number:</b>	78801507	ADVANTAGE SALES & MARKETING	
<b>Registration Number:</b>	2963835	MARKETRATION	
<b>Registration Number:</b>	2256698	CONVENIENCE MEANS THE WORLD TO US CMN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(800)494-7512		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	(202) 370-4761		
<b>Email:</b>	ecallahan@nationalcorp.com		
<b>Correspondent Name:</b>	Elspeth Callahan		
<b>Address Line 1:</b>	1100 G St. NW Suite 420		

OP \$190.00 2416433

Address Line 2: National Corporate Research  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	F126574
NAME OF SUBMITTER:	Manuel F. Gomez
Signature:	/Manuel F. Gomez/
Date:	05/06/2010

Total Attachments: 4  
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**NOTICE OF RELINQUISHMENT OF SECURITY INTEREST IN  
UNITED STATES TRADEMARKS**

THIS NOTICE OF RELINQUISHMENT OF SECURITY INTEREST IN UNITED STATES TRADEMARKS (the “**Notice of Relinquishment**”), dated as of May 5, 2010, is made in favor of Advantage Sales & Marketing LLC, a California limited liability company (the “**Pledgor**”), by UBS AG, Stamford Branch, in its capacity as collateral agent pursuant to the Security Agreement defined below (in such capacity, the “**Collateral Agent**”) on behalf of the Secured Parties (as defined in the Security Agreement). Capitalized terms used and not defined herein shall have the meanings given such terms in the Security Agreement defined below.

**W I T N E S S E T H:**

**WHEREAS**, in connection with that certain Security Agreement, dated as of March 29, 2006, made by the Pledgor and the other Pledgors identified therein in favor of the Collateral Agent (the “**Security Agreement**”) in order to grant to the Collateral Agent for the ratable benefit of the Secured Parties a security interest in the Pledged Collateral to secure all Secured Obligations, the Pledgor executed and delivered that certain Trademark Security Agreement, dated as of March 29, 2006 (the “**Trademark Security Agreement**”), pursuant to which the Pledgor has granted to the Collateral Agent for the benefit of the Secured Parties a security interest in certain Trademarks of the Pledgor to secure their respective Secured Obligations;

**WHEREAS**, pursuant to Section 11.4(a) of the Security Agreement, the Pledgor has requested that the Collateral Agent deliver this Notice of Relinquishment; and

**WHEREAS**, the Collateral Agent has duly authorized the execution and delivery of this Notice of Relinquishment.

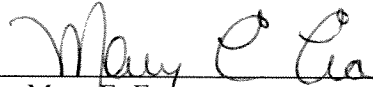
**NOW THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, the Collateral Agent, in its capacity as Collateral Agent and on behalf of the Secured Parties, hereby terminates and releases in its entirety its continuing lien on and security interest in and to all of Pledgor’s right, title and interest in, to and under all of the following Pledged Collateral:

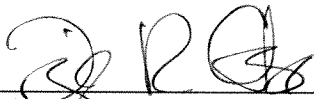
- a. Trademarks of the Pledgor listed on Schedule A hereto;
- b. all Goodwill associated with such Trademarks; and
- c. all Proceeds of any and all of the foregoing (other than Excluded Property).

This Agreement may be executed in one or more counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

**IN WITNESS WHEREOF**, the Collateral Agent has caused this Notice of Relinquishment to be duly executed and delivered by its duly authorized signatories as of the day and year first above written.

**UBS AG, STAMFORD BRANCH,**  
as Collateral Agent

By:   
Name: Mary E. Evans  
Title: Associate Director

By:   
Name: Irja R. Otsa  
Title: Associate Director

*[Signature Page to Notice of Relinquishment of Security Interest in United States Trademarks]*

**SCHEDULE A**

**TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS**

**Trademark Registrations:**

<b>OWNER</b>	<b>REGISTRATION NUMBER</b>	<b>TRADEMARK</b>
Advantage Sales & Marketing LLC	2416433 February 26, 1999	FILL THE PANTRY
Advantage Sales & Marketing LLC	2738332 September 10, 2001	IN INTEGRATED
Advantage Sales & Marketing LLC	2020938 January 11, 1996	THE CONSUMER CONNECTION
Advantage Sales & Marketing LLC	78-461667 September 20, 2005 Intent-to-Use	PROMOPOINT MARKETING
Advantage Sales & Marketing LLC	78-801507 January 27, 2006 In Process	ADVANTAGE SALES & MARKETING
Advantage Sales & Marketing LLC	2963835 June 28, 2005 (Transferred to ASM as of 2-3-06)	MARKETRATION
Advantage Sales & Marketing LLC	2256698	CONVENIENCE MEANS THE WORLD TO US CMN
Advantage Sales & Marketing LLC	824599152 May 23, 2002 In Process (Brazil)	ADVANTAGE SALES & MARKETING
Advantage Sales & Marketing LLC	824599144 May 23, 2002 In Process (Brazil)	ADVANTAGE SALES & MARKETING
Advantage Sales & Marketing LLC	558236 July 26, 2002 In Process (Mexico)	ADVANTAGE SALES & MARKETING

**Trademark Applications:**

None.

**Domain Names:**

<b>OWNER</b>	<b>DOMAIN NAMES</b>
Advantage Sales & Marketing LLC	ACBPREPORTING.COM ACSM.COM ADVANTAGENATURAL.COM ASMAGENCY.COM ASMCO.COM ASMCONNECT.COM ASMCONNECTS.COM

OWNER	DOMAIN NAMES
	ASMDAL.COM ASMDEN.COM ASMECM.COM ASMIIOU.COM ASM-KC.COM ASMMAC.COM ASMMD.COM ASMMT.COM ASMNC.COM ASMNC2.COM ASMNEP.COM ASMNET.COM ASMPA.COM ASMPDX.COM ASMPHX.COM ASMSAT.COM ASMSC.COM ASMSCB.COM ASMSLC.COM ASMSOUTH.COM ASMTEX.COM ASMVA.COM ASMWA.COM ASMWC.COM BUDDMAYER.COM FACTORYLINK2000.COM INSTOREOPPORTUNITIES.COM ITSINTHEBAGMACCFUND.COM JNJSLC.COM KALTYSALIOS.COM KSRSS.COM MARKETINGSLS.COM MARKETRATION.COM PEZROW.COM PROMOPOINTMARKETING.COM RMXPRESS.COM RMXPRESS.NET RSS-INC.COM RSSREP.COM SCSNETWORK.COM SMARTEAMCONSULTING.COM SMARTTEAMCONSULTING.COM STEELSETS.COM SUPERFRIDGE.COM SWESTBROKERAGE.COM THESMARTEAM.COM THINKINTEGRATED.COM