

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Security Release

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Credit Suisse AG, Cayman Islands Branch, as Collateral Agent		12/17/2010	Bank: SWITZERLAND

RECEIVING PARTY DATA

Name:	Advantage Sales & Marketing LLC
Street Address:	18100 Von Karman Avenue, Suite #1000
City:	Irvine
State/Country:	CALIFORNIA
Postal Code:	92612
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 23

Property Type	Number	Word Mark
Registration Number:	3271825	ADVANTAGE SALES & MARKETING
Registration Number:	3279484	CAMPAIGNERS
Registration Number:	3578434	CAMPAIGNERS
Registration Number:	3376780	HOMEMADE
Registration Number:	3807375	HOMEMADE MAGAZINE
Registration Number:	3358769	IN INTEGRATED
Registration Number:	2738332	IN INTEGRATED
Registration Number:	2963835	MARKETRATION
Registration Number:	3107887	PROMOPOINT MARKETING
Registration Number:	3653406	SMARTEAM
Registration Number:	3771949	SPEED TO INSIGHT
Registration Number:	3778414	SPEED TO INSIGHT
Serial Number:	77003643	SPEED TO INSIGHT
Registration Number:	3131161	TFI

TRADEMARK

900179129

REEL: 004435 FRAME: 0924

OP \$590.00 3271825

Registration Number:	3217634	TFI.
Registration Number:	3211350	TFI.
Registration Number:	3069196	THRILLING AMERICAN GRILLING & TAILGATING
Registration Number:	2808755	TRY-FOODS
Registration Number:	2844800	TRY-FOODS
Registration Number:	2031624	TRY-FOODS INTERNATIONAL
Registration Number:	2813068	TRY-FOODS INTERNATIONAL, INC.
Registration Number:	3102737	VIVIENDO
Registration Number:	3500161	YOUR CAUSE IS OUR CAUSE

CORRESPONDENCE DATA

Fax Number: (800)494-7512
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202-370-4761
Email: ecallahan@nationalcorp.com
Correspondent Name: Elspeth Callahan
Address Line 1: 1100 G St NW Suite 420
Address Line 2: National Corporate Research
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	F 130896
NAME OF SUBMITTER:	Courtney J. Mitchell
Signature:	/Courtney J. Mitchell/
Date:	12/17/2010

Total Attachments: 8
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NOTICE OF RELINQUISHMENT OF SECURITY INTEREST IN TRADEMARKS

THIS NOTICE OF RELINQUISHMENT OF SECURITY INTEREST IN TRADEMARKS (the “**Notice of Relinquishment**”), dated as of December 17, 2010, is made in favor of Advantage Sales & Marketing LLC, a California limited liability company (the “**Pledgor**”), by Credit Suisse AG, Cayman Islands Branch, in its capacity as collateral agent pursuant to the Pre-Existing Security Agreement defined below (in such capacity, the “**Collateral Agent**”) on behalf of the Secured Parties. Capitalized terms used and not defined herein shall have the meanings given such terms in the Pre-Existing Security Agreement (defined below).

WHEREAS, the Pledgor was a party to a First Lien Security Agreement, dated as of May 5, 2010 (the “**Pre-Existing Security Agreement**”), in favor of the Collateral Agent pursuant to which Pledgor, in consideration of the premises and to induce the Collateral Agent, mortgaged, pledged and granted to the Collateral Agent, for the benefit of the Secured Parties, a lien on and security interest in and to all of its right, title and interest in, to and under the Pledged Collateral;

WHEREAS, pursuant to the Pre-Existing Security Agreement, Pledgor was required to execute and deliver a First Lien Trademark Security Agreement (the “**Pre-Existing Trademark Security Agreement**”, and together with the Pre-Existing Security Agreement, the “**Pre-Existing Security Agreements**”), which was recorded in the records of the United States Patent and Trademark Office at Trademark Reel 4199/ Frame 0491 on May 5, 2010, pursuant to which Pledgor granted a continuing lien on and security interest to the Trademarks of the Pledgor listed on Schedule I hereto, all Goodwill associated with such Trademarks, and all Proceeds of any and all of the foregoing (other than Excluded Property);

WHEREAS, the Pre-Existing Security Agreements are being terminated;

WHEREAS, the Pledgor and the Collateral Agent are entering into a new First Lien Credit Agreement, dated as of December 17, 2010, which contemplates the execution of a First Lien Security Agreement and First Lien Trademark Security Agreement, dated as of December 17, 2010, in connection with the closing thereof;

WHEREAS, as a result of the termination of the Pre-Existing Security Agreements, 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 its lien on and security interest in and to, but solely under the Pre-Existing Security Agreements, 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 I hereto;

- b. all Goodwill associated with such Trademarks; and
- c. all Proceeds of any and all of the foregoing (other than Excluded Property).

Notwithstanding anything to the contrary, nothing herein shall be construed as modifying, terminating or otherwise releasing the Collateral Agent's lien on and/or security interest in or to any of the Pledged Collateral under any security agreement entered into on or after the date hereof (including the First Lien Security Agreement, dated as of December 17, 2010, and First Lien Trademark Security Agreement, dated as of December 17, 2010).

This Notice of Relinquishment shall be construed in accordance with and governed by the laws of the State of New York, without regard to conflict of law principles that would require the application of laws of another jurisdiction.

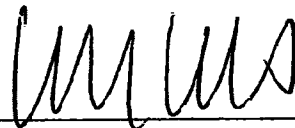
This Notice of Relinquishment may be executed in one or more counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Notice of Relinquishment by signing and delivering one or more of its counterparts.

[Signature page to follow]

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.

**CREDIT SUISSE AG, CAYMAN
ISLANDS BRANCH, as Collateral
Agent**

By: _____



Name: ROBERT HETU
Title: MANAGING DIRECTOR

By: _____



Name: KEVIN BUDDHEW
Title: ASSOCIATE




Signature Page to Notice of Relinquishment of First Lien Trademark Security Interest




**TRADEMARK
REEL: 004435 FRAME: 0928**

SCHEDULE I

Trademarks

Registrations:

Trademark	Owner	Serial No./Date Reg. No./Date
ADVANTAGE SALES AND MARKETING®	Advantage Sales & Marketing LLC	78/801507 1(a) filed 01/ 27/ 06 3271825 07/31/07
	Advantage Sales & Marketing LLC	78781289 ®3279484 08/14/07
CAMPAIGNERS ® (words only)	Advantage Sales & Marketing LLC	77140673 ®3578434 2/24/09
	Advantage Sales & Marketing LLC	76/671926 1/29/07 3376780 02/05/08
HOMEMADE MAGAZINE™	Advantage Sales & Marketing LLC	® 3807375 06/22/10
	Advantage Sales & Marketing LLC	77/140677 3/26/01 3358769 12/25/07
IN INTEGRATED ®	Advantage Sales & Marketing LLC	® 2738332 07/15/03
MARKETRATION ® (Word only not stylized logo)	Advantage Sales & Marketing LLC	® 2963835 06 28 05
PROMOPOINT MARKETING ® (Word only not stylized logo)	Advantage Sales & Marketing LLC	® 3107887 06/20/06
SMARTTEAM®	Advantage Sales & Marketing LLC	®3653406 07/14/09

Trademark	Owner	Serial No./Date Reg. No./Date
SPEED TO INSIGHT™	Advantage Sales & Marketing LLC	® 3771949 04/06/10
SPEED TO INSIGHT™	Advantage Sales & Marketing LLC	® 3778414 04 20 10
SPEED TO INSIGHT™	Advantage Sales & Marketing LLC	77/003643 09 20 06
TFI ®	Advantage Sales & Marketing LLC	® 3131161 08 15 06
TFI and Design  ®	Advantage Sales & Marketing LLC	78/875048 05 03 06 3217634 03/13/07
TFI and Design  ®	Advantage Sales & Marketing LLC	® 3211350 2/20/07
THRILLING AMERICAN GRILLING & TAILGATING and Design  ®	Advantage Sales & Marketing LLC	® 3069196 03 14 06
TRY-FOODS ®	Advantage Sales & Marketing LLC	® 2808755 01/27/04
TRY-FOODS ®	Advantage Sales & Marketing LLC	® 2844800 05 25 04
TRY-FOODS INTERNATIONAL ®	Advantage Sales & Marketing LLC	® 2031624 1/21/97
TRY-FOODS INTERNATIONAL, INC. ®	Advantage Sales & Marketing LLC	® 2813068 02 10 04
VIVIENDO (Stylized) VIVIENDO ®	Advantage Sales & Marketing LLC	®3102737 06 13 06
YOUR CAUSE IS OUR CAUSE®	Advantage Sales & Marketing LLC	78799037 1/25/06 3500161 09/09/08

Applications:

None.

Domain Names:

Domain Name	Owner
ACBPREPORTING.COM	Advantage Sales & Marketing LLC
ADVANTAGECKN.COM	Advantage Sales & Marketing LLC
ADVANTAGEMERCHANDISINGSERVICES.COM	Advantage Sales & Marketing LLC
ADVANTAGEMWA.COM	Advantage Sales & Marketing LLC
ASMAGENCY.COM	Advantage Sales & Marketing LLC
ASMAARTSIM.COM	Advantage Sales & Marketing LLC
ASMCAMPAIGNERS.COM	Advantage Sales & Marketing LLC
ASMCANADA.COM	Advantage Sales & Marketing LLC
ASMCAREERS.COM	Advantage Sales & Marketing LLC
ASMCO.COM	Advantage Sales & Marketing LLC
ASMCONNECT.COM	Advantage Sales & Marketing LLC
ASMCONNECTS.COM	Advantage Sales & Marketing LLC
ASMFIELDFORCE.COM	Advantage Sales & Marketing LLC
ASMHOMECENTER.COM	Advantage Sales & Marketing LLC
ASMMAC.COM	Advantage Sales & Marketing LLC
ASMNET.COM	Advantage Sales & Marketing LLC
ASMNETTEST.COM	Advantage Sales & Marketing LLC
ASMNETX.COM	Advantage Sales & Marketing LLC
ASMNEWSROOM.COM	Advantage Sales & Marketing LLC
ASMRETAIL.COM	Advantage Sales & Marketing LLC
ASMSC.COM	Advantage Sales & Marketing LLC
BETTERHEALTHEVERYDAY.COM	Advantage Sales & Marketing LLC
BINSALES.COM	Advantage Sales & Marketing LLC
CAMPAIGNERS.COM	Advantage Sales & Marketing LLC
CHANNELCHAMPIONS.COM	Advantage Sales & Marketing LLC
CKN-INC.COM	Advantage Sales & Marketing LLC
DEMORRESULTS.COM	Advantage Sales & Marketing LLC
FRESHHEALTHEVERYDAY.COM	Advantage Sales & Marketing LLC
FULFILLMENTXPRESS.COM	Retail Merchandising Xpress LLC
FULFILLMENTXPRESS.NET	Retail Merchandising Xpress LLC

Domain Name	Owner
GLOBALMARKETINGSERVICES.ORG	Advantage Sales & Marketing LLC
HOMEMADEMAGAZINE.COM	Advantage Sales & Marketing LLC
HOMEMADEMAGAZINE.NET	Advantage Sales & Marketing LLC
INCALENDAR.NET	Advantage Sales & Marketing LLC
INSTOREOPPORTUNITIES.COM	In-Store Opportunities, LLC
INTEGRATEDMARKETINGSERVICE.COM	Advantage Sales & Marketing LLC
INTEGRATEDMARKETINGSERVICES.COM	Advantage Sales & Marketing LLC
ITSINTHEBAGMACCFUND.COM	Advantage Sales & Marketing LLC
KALTYRSSRECRUITING.COM	Advantage Sales & Marketing LLC
KALTYSALIOS.COM	Advantage Sales & Marketing LLC
MARKETINGSLCS.COM	Advantage Sales & Marketing LLC
MARKETRATION.COM	Advantage Sales & Marketing LLC
MWACONNECTS.COM	Advantage Sales & Marketing LLC
POPNSSELL.COM	Advantage Sales & Marketing LLC
PROMOFACTS.COM	Advantage Sales & Marketing LLC
PROMOPOINTMARKETING.COM	Advantage Sales & Marketing LLC
RMXPRESS.COM	Retail Merchandising Xpress LLC
RMXPRESS.NET	Retail Merchandising Xpress LLC
RSS-INC.COM	Advantage Sales & Marketing LLC
SAVVYSAVERSCLUB.COM	Advantage Sales & Marketing LLC
SAVYSAVERCLUB.COM	Advantage Sales & Marketing LLC
SAVYSAVERSCLUB.COM	Advantage Sales & Marketing LLC
SHOPPEREVENTSCREATIVE.COM	Advantage Sales & Marketing LLC
SIGMARETAIL.COM	Advantage Sales & Marketing LLC
SMARTEAMCONSULTING.COM	Advantage Sales & Marketing LLC
SMARTTEAMCONSULTING.COM	Advantage Sales & Marketing LLC
SPRINGBOARDDIRECT.COM	Advantage Sales & Marketing LLC
SUPERFRIDGE.COM	In-Store Opportunities, LLC
SUPPORTINGOURSCHOOLS.COM	Advantage Sales & Marketing LLC
SUPPORTOURBRANDS.COM	Advantage Sales & Marketing LLC
SWESTBROKERAGE.COM	Advantage Sales & Marketing LLC
TFIMARKETING.COM	Advantage Sales & Marketing LLC
THESMARTEAM.COM	Advantage Sales & Marketing LLC
THINKINTEGRATED.COM	Advantage Sales & Marketing LLC
TRYFOODS.COM	Advantage Sales & Marketing LLC

Domain Name	Owner
VIVENDIO.COM	Advantage Sales & Marketing LLC
VIVENDIO.NET	Advantage Sales & Marketing LLC
VIVENDOMAGAZINE.COM	Advantage Sales & Marketing LLC
VIVENDOMAGAZINE.NET	Advantage Sales & Marketing LLC
VIVIENDOMAGAZINE.COM	Advantage Sales & Marketing LLC
VIVIENDOMAGAZINE.NET	Advantage Sales & Marketing LLC
VIVIENDOREVISTA.NET	Advantage Sales & Marketing LLC
WMBESTMAGAZINE.COM	Advantage Sales & Marketing LLC
WORLDOFGOODTASTECONTEST.COM	Advantage Sales & Marketing LLC
YOURSTORESRECIPES.COM	Advantage Sales & Marketing LLC