

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 Capital Finance, Inc.	FORMERLY Wells Fargo Foothill, Inc.	03/02/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Blue Martini Software, Inc.		
Street Address:	20700 Swenson Drive		
City:	Waukesha		
State/Country:	WISCONSIN		
Postal Code:	53186		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	78241530	LEAN SELLING	
Serial Number:	78241526	LEAN SELLING	
Registration Number:	2425596	BLUE MARTINI SOFTWARE	
Registration Number:	2519772	BLUE MARTINI	
Registration Number:	2527935	BLUE MARTINI S O F T W A R E	
Registration Number:	2547719	BLUE MARTINI	
CORRESPONDENCE DATA			
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	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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ATTORNEY DOCKET NUMBER:	33386-2
NAME OF SUBMITTER:	Michael Chen
Signature:	/MC/
Date:	03/04/2011
Total Attachments: 4 source=Escalate - Trademark Releases 2 (Wells Fargo)#page1.tif source=Escalate - Trademark Releases 2 (Wells Fargo)#page2.tif source=Escalate - Trademark Releases 2 (Wells Fargo)#page3.tif source=Escalate - Trademark Releases 2 (Wells Fargo)#page4.tif	

**RELEASE AND REASSIGNMENT OF SECURITY INTEREST IN
TRADEMARKS AND TRADEMARK APPLICATIONS**

Reference is hereby made to that certain Trademark Security Agreement, dated as of May 13, 2005 (the "Agreement"), executed by BMS Merger Corporation, a Delaware corporation (as predecessor, by merger, of Blue Martini Software, Inc., the "Grantor") in favor of Wells Fargo Foothill, Inc., in its capacity as agent for the lender group (the "Agent"), which was recorded in the United States Patent and Trademark Office on July 26, 2005, at Reel 3128, Frame 0264 pursuant to which the Grantor assigned and granted to Agent a security interest in and to all of Grantor's right, title and interest in and to certain trademarks and trademark applications, including those trademarks and trademark applications specifically listed on Exhibit A attached hereto and the goodwill associated therewith (collectively, the "Marks");

WHEREAS, Agent wishes to release, retransfer and reassign to Grantor, without representation or warranty, all of Agent's right, title and interest in and to its security interest in the Marks and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Agent hereby releases, retransfers and reassigns to Grantor, without representation or warranty, all of Agent's right, title and interest in and to its security interest in the Marks and the goodwill associated therewith.

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[Signature page to follow.]

IN WITNESS WHEREOF, Agent has executed this Release and Reassignment of Security Interest in Registered Trademarks and Trademark Applications as of this 2nd day of March, 2011.

**WELLS FARGO CAPITAL FINANCE, INC.,
FORMERLY KNOWN AS WELLS FARGO
FOOTHILL, INC.**

By: 
Name: MICHAEL GANANN
Title: VICE PRESIDENT

Exhibit A

Trademarks

COUNTRY	MARK	APP/REG NO.	APP/REG DATE
US	LEAN SELLING	78/241.530	4/24/03
US	LEAN SELLING	78/241,526	4/24/03
US	BLUE MARTINI SOFTWARE	2,425,596	1/30/01
US	BLUE MARTINI	2,519,772	12/18/01
US	BLUE MARTINI SOFTWARE & Design	2,527,935	1/8/02
US	BLUE MARTINI	2,547,719	3/12/02
Chile	BLUE MARTINI	598.677	6/29/01
Chile	BLUE MARTINI	598.678	Registered 6/29/01
China	BLUE MARTINI	1678426	12/7/01
China	BLUE MARTINI	1739779	3/28/02
European Union	BLUE MARTINI	1159292	5/1/99
European Union	LEAN SELLING	3443348	10/24/13
Germany	BLUE MARTINI	399 25 566	5/3/99
Hong Kong	BLUE MARTINI		9/27/00
Hong Kong	BLUE MARTINI	13104/2002	9/27/00
India	BLUE MARTINI	901781	10/6/00
Israel	BLUE MARTINI	142520	9/28/00
Israel	BLUE MARTINI	142521	9/28/00
Japan	BLUE MARTINI	4405982	8/4/00
Mexico	BLUO MARTINI	680679	10/3/00
Mexico	BLUE MARTINI	685816	9/17/00

Norway	BLUE MARTINI	213886	4/4/02
Singapore	BLUE MARTINI	100/17074 A	9/28/00
Singapore	BLUE MARTINI	T00/17074 A	9/28/00
South Africa	BLUE MARTINI SOFTWARE & Design	2003/13413	8/11/03
South Africa	BLUE MARTINI SOFTWARE & Design	2003/13412	8/11/03
South Africa	BLUE MARTINI	2003/13411	8/11/03
South Africa	BLUE MARTINI	201)3/13410	8/11/03
South Korea	BLUE MARTINI	075656	5/8/02
South Korea	BLUE MARTINI	0512434	2/14/02
Switzerland	BLUE MARTINI	465.447	4/30/99
Taiwan	BLUE MARTINI	170306	9/11/02
Taiwan	BLUE MARTINI	1026343	12/16/02
United Kingdom	BLUE MARTINI	2196371	5/4/99
Venezuela	BLUE MARTINI	17955/0(1	Registered 6/28/02
Venezuela	BLUE MARTINI	17956/00	Registered 6/28/02

Trade Names

Blue Martini Software