

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
MB Financial Bank, N.A.		11/20/2012	A National Banking Association:

RECEIVING PARTY DATA

Name:	Clever Ideas, Inc.
Street Address:	222 W. Merchandise Mart Plaza Ste. 135
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60654
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	2647253	VALUED MEMBER
Registration Number:	2533049	VALUED MEMBER.COM
Registration Number:	2790799	LECARD REWARDS
Registration Number:	2822389	CLICK
Registration Number:	1526094	LE CARD
Serial Number:	76453058	MORE CUSTOMERS MORE VISITS MORE PROFITS
Serial Number:	76434064	TOTE-A-LOAD

CORRESPONDENCE DATA

Fax Number: 3129843150  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
 Phone: 312-984-3100  
 Email: trademarks@bfkn.com  
 Correspondent Name: Thomas M. Gniot  
 Address Line 1: 200 W Madison St., Ste. 3900  
 Address Line 4: Chicago, ILLINOIS 60606

**TRADEMARK**

ATTORNEY DOCKET NUMBER:	MCVP-0015
NAME OF SUBMITTER:	Thomas M. Gniot
Signature:	/Thomas M. Gniot/
Date:	01/03/2013
Total Attachments: 3 source=MCVP Security Release w Sig#page1.tif source=MCVP Security Release w Sig#page2.tif source=MCVP Security Release w Sig#page3.tif	

**RELEASE AND TERMINATION OF  
SECURITY INTEREST IN UNITED STATES TRADEMARK**

WHEREAS, MB FINANCIAL BANK, N.A., a national banking association ("MB Financial"), and Clever Ideas, Inc., an Illinois corporation ("Clever Ideas") are parties to a Loan and Security Agreement dated January 20, 2004 and effective January 21, 2004 (the "Security Agreement");

WHEREAS, pursuant to the Security Agreement, MB Financial filed a security interest against the United States trademarks, trademark registrations, and trademark applications owned by CLEVER IDEAS, set forth in Exhibit A hereto (the "Collateral Trademarks"), which security interest was recorded in the US Patent and Trademark Office Assignment Branch on January 28, 2004 at Reel 2905, Frame 0911;

WHEREAS, MB Financial now desires to terminate and release the entirety of its security interest in the Collateral Trademarks.

NOW, THEREFORE, for good and valuable consideration, including the satisfaction of all obligations, indebtedness and liabilities secured by the Collateral Trademarks pursuant to the Security Agreement, the receipt and sufficiency of which is hereby acknowledged, and upon the terms set forth in this Release and Termination, MB Financial hereby states as follows:

1. Release of Security Interest. MB Financial hereby terminates, releases and discharges its security interest in the Collateral Trademarks, and any right, title or interest of MB Financial in such Collateral Trademarks shall hereby cease and become void.

2. Further Assurances. MB Financial hereby agrees to duly execute, acknowledge, procure and deliver any further documents and to do such other acts as may be reasonably necessary to effect the release of the security interest contemplated hereby.

*[Signature Page Follows]*

IN WITNESS WHEREOF, the undersigned has caused this Release and Termination to be executed this 20<sup>th</sup> day of November, 2012.

MB FINANCIAL BANK, N.A.,  
a national banking association

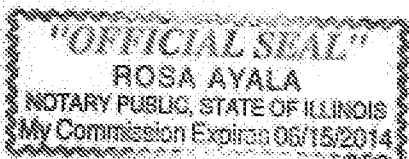
By: [Signature]  
Name: Robert Anderson  
Title: Senior Vice President

State of Illinois )  
                          )     SS.  
County of Cook    )

On this 20<sup>th</sup> day of November, 2012, before me, a Notary Public in and for the State of Illinois, in the County aforesaid, personally appeared Robert Anderson, to me known to be Senior Vice President of MB FINANCIAL BANK, N.A., a national banking association, that executed the foregoing instrument, and upon oath did depose that s/he is Senior Vice President of said national banking association as indicated after said signature, and that the said national banking association executed the said instrument freely and voluntarily for the uses and purposes therein mentioned.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal the day and year first above written.

Rosa Ayala  
Notary Public in and for said State and County  
My commission expires:



**EXHIBIT A**

**TRADEMARKS**

Country	Trademark	Registration/Application No.
USA	VALUED MEMBER	2647253
USA	VALUED MEMBER.COM	2533049
USA	LECARD REWARDS	2790799
USA	CLICK	2822389
USA	LE CARD	1526094
USA	MORE CUSTOMERS MORE VISITS MORE PROFITS	76453058
USA	TOTE-A-LOAD	76434064

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