

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM320462

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MUFG Union Bank, N.A., f/k/a Union Bank, N.A.		10/15/2014	National Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	Budco Holdings Inc.		
Street Address:	13700 Oakland Avenue		
City:	Highland Park		
State/Country:	MICHIGAN		
Postal Code:	48203		
Entity Type:	CORPORATION: MICHIGAN		
Name:	Brian Unlimited Distribution Company		
Street Address:	13700 Oakland Avenue		
City:	Highland Park		
State/Country:	MICHIGAN		
Postal Code:	48203		
Entity Type:	CORPORATION: MICHIGAN		
Name:	Budco Business to Business, Inc.		
Street Address:	13700 Oakland Avenue		
City:	Highland Park		
State/Country:	MICHIGAN		
Postal Code:	48203		
Entity Type:	CORPORATION: MICHIGAN		
Name:	Budco East Coast LLC		
Street Address:	13700 Oakland Avenue		
City:	Highland Park		
State/Country:	MICHIGAN		
Postal Code:	48203		
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN		
Name:	Novo 1 Holdings, Inc.		
Street Address:	4301 Cambridge Road		
City:	Fort Worth		
State/Country:	TEXAS		

TRADEMARK

Postal Code:	76155
Entity Type:	CORPORATION: DELAWARE
Name:	Novo 1, Inc.
Street Address:	4301 Cambridge Road
City:	Fort Worth
State/Country:	TEXAS
Postal Code:	76155
Entity Type:	CORPORATION: DELAWARE
Name:	Novo 1 of Nevada, Inc.
Street Address:	4301 Cambridge Road
City:	Fort Worth
State/Country:	TEXAS
Postal Code:	76155
Entity Type:	CORPORATION: NEVADA
Name:	Novo 1, Inc.
Street Address:	4301 Cambridge Road
City:	Fort Worth
State/Country:	TEXAS
Postal Code:	76155
Entity Type:	CORPORATION: MONTANA
Name:	Fort Worth - Novo 1, LLC
Street Address:	4301 Cambridge Road
City:	Fort Worth
State/Country:	TEXAS
Postal Code:	76155
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN
Name:	Access Plus Paging, Inc.
Street Address:	4301 Cambridge Road
City:	Fort Worth
State/Country:	TEXAS
Postal Code:	76155
Entity Type:	CORPORATION: WISCONSIN
Name:	GC Shore Holdings, LLC
Street Address:	13700 Oakland Avenue
City:	Highland Park
State/Country:	MICHIGAN
Postal Code:	48203
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE
Name:	DialogDirect, Inc., f/k/a CarePoint Resources, Inc.

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REEL: 005383 FRAME: 0461

Street Address:	13700 Oakland Avenue
City:	Highland Park
State/Country:	MICHIGAN
Postal Code:	48203
Entity Type:	CORPORATION: DELAWARE
Name:	DMI GC Holdings, LLC
Street Address:	300 East Big Beaver Road, Suite 400
City:	Troy
State/Country:	MICHIGAN
Postal Code:	48083
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE
Name:	Dialogue Brazil, LLC
Street Address:	300 East Big Beaver Road, Suite 400
City:	Troy
State/Country:	MICHIGAN
Postal Code:	48083
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA
Name:	Insurance Dialogue Agency, LLC
Street Address:	300 East Big Beaver Road, Suite 400
City:	Troy
State/Country:	MICHIGAN
Postal Code:	48083
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	3733929	YDONATE
Registration Number:	4367080	INTELECLOSE
Registration Number:	3825650	DRM TOUCH
Registration Number:	3536801	RECRUITING DONORS FOR LIFE
Registration Number:	3540013	DONOR DIALOGUE RECRUITING DONORS FOR LIF
Registration Number:	3180464	DONOR DIALOGUE
Registration Number:	3061375	PREFERENCE MARKETING

CORRESPONDENCE DATA

Fax Number: 3129021061

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 312-577-8438

Email: raquel.haleem@kattenlaw.com

Correspondent Name: Raquel Haleem c/o Katten Muchin Rosenman

TRADEMARK

Address Line 1: 525 West Monroe Street
Address Line 4: Chicago, ILLINOIS 60661

ATTORNEY DOCKET NUMBER: 207170-735

NAME OF SUBMITTER: Raquel Haleem

SIGNATURE: /Raquel Haleem/

DATE SIGNED: 10/17/2014

Total Attachments: 4

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TRADEMARK RELEASE

THIS TRADEMARK RELEASE (this "Trademark Release") is made as of October 1st, 2014, by MUFG UNION BANK, N.A., f/k/a Union Bank, N.A., as existing lender (in such capacity, together with its successors and permitted assigns, the "Existing Lender").

WITNESSETH:

WHEREAS, Existing Lender, on the one hand, and BUDCO HOLDINGS INC., a Michigan corporation, BRIAN UNLIMITED DISTRIBUTION COMPANY, a Michigan corporation, BUDCO BUSINESS TO BUSINESS, INC., a Michigan corporation, BUDCO EAST COAST LLC, a Michigan limited liability company, NOVO 1 HOLDINGS, INC., a Delaware corporation, NOVO 1, INC., a Delaware corporation, NOVO 1 OF NEVADA, INC., a Nevada corporation, NOVO 1, INC., a Montana corporation, FORT WORTH – NOVO 1, LLC, a Wisconsin limited liability company, ACCESS PLUS PAGING, INC., a Wisconsin corporation, GC SHORE HOLDINGS, LLC, a Delaware limited liability company, DIALOGDIRECT, INC., f/k/a CarePoint Resources, Inc., a Delaware corporation, DMI GC HOLDINGS, LLC, a Delaware limited liability company, INSURANCE DIALOGUE AGENCY, LLC, a Michigan limited liability company, and DIALOGUE BRAZIL, LLC, a Florida limited liability company (collectively, the "Grantors" and each, a "Grantor"), on the other hand, are parties to that certain Trademark Security Agreement dated as of December 31, 2013 (the "Security Agreement"; capitalized terms used herein but not otherwise defined herein shall have the respective meanings ascribed to such terms in the Security Agreement), pursuant to which Grantors granted to Existing Lender, as collateral security for certain obligations of Grantors to Existing Lender (the "Secured Obligations") a lien on and security interest in all of each Grantor's right, title and interest in and to all of its right, title and interest in, to and under the following (collectively, the "Trademark Collateral"):

(a) each Trademark listed on Schedule A annexed hereto, together with any reissues, renewals, continuations or extensions thereof, and all of the goodwill associated with the use of, and symbolized by, each Trademark; and

(b) all products and Proceeds of the forgoing, including without limitation, any claim by Grantors against third parties for past, present or future (a) infringement of any Trademark, or (b) injury to the goodwill associated with any Trademark.

WHEREAS, the Security Agreement was recorded by the Trademark Division of the United States Patent and Trademark Office on January 3, 2014 at Reel 5186 Frame 0676; and

WHEREAS, all Secured Obligations have been satisfied;

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged:

1. Existing Lender hereby terminates the Security Agreement and terminates, cancels and releases its security interest in all of Grantors' right, title and interest in and to the Trademark Collateral.

2. Existing Lender hereby reassigns, grants and conveys to Grantors, without any representation, recourse or undertaking by Grantee, any right, title and interest Grantee may have in and to the Trademark Collateral.

3. Existing Lender shall, at Grantors' expense, take all further actions, and provide to Grantor, 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 Grantors to more fully and effectively effectuate the purposes of this Trademark Release.

[Signature Page Follows]

IN WITNESS WHEREOF, Grantee has caused this Trademark Release to be executed as of the day and year first above written.

MUFG UNION BANK, N.A., f/k/a Union
Bank, N.A., as Existing Lender


By: 

Name: Gerald A. Nakutsu

Title: VICE PRESIDENT

SCHEDULE A

U.S. Trademark Registrations

Owner	Trademark	Registration Number	Registration Date
DMI GC HOLDINGS, LLC	YDONATE	3733929	05-JAN-2010
DMI GC HOLDINGS, LLC	INTELECLOSE	4367080	16-JUL-2013
DMI GC HOLDINGS, LLC	DRM TOUCH	3825650	27-JUL-2010
DMI GC HOLDINGS, LLC	RECRUITING DONORS FOR LIFE	3536801	25-NOV-2008
DMI GC HOLDINGS, LLC	DONOR DIALOGUE RECRUITING DONORS FOR LIFE 	3540013	02-DEC-2008
DMI GC HOLDINGS, LLC	DONOR DIALOGUE	3180464	05-DEC-2006
DMI GC HOLDINGS, LLC	PREFERENCE MARKETING	3061375	21-FEB-2006

U.S. Trademark Applications

None.