

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM322250

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
U.S. Bank National Association		11/05/2014	CORPORATION:
U.S. BANK NATIONAL ASSOCIATION, as Administrative Agent		11/05/2014	National Association:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EFFICIENT COLLABORATIVE RETAIL MARKETING COMPANY, LLC		
<b>Street Address:</b>	27070 Miles Road		
<b>City:</b>	Solon		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	44139		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76310818	ECRM	
<b>Serial Number:</b>	76310817	EPPS	
<b>Serial Number:</b>	78375321	EFFICIENT COLLABORATIVE RETAIL MARKETING	
<b>Serial Number:</b>	77951383	REDIPOINT	
<b>Serial Number:</b>	77951399		
<b>Serial Number:</b>	77951486	REDIPOINT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2129408776		
<i>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.</i>			
<b>Phone:</b>	2129406522		
<b>Email:</b>	christine.guthrie@kattenlaw.com		
<b>Correspondent Name:</b>	Christine Guthrie		
<b>Address Line 1:</b>	575 Madison Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>NAME OF SUBMITTER:</b>	Christine Guthrie		
<b>SIGNATURE:</b>	/Christine Guthrie/		

CH \$165.00 76310818

<b>DATE SIGNED:</b>	11/05/2014
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**Total Attachments: 3**

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**RELEASE OF TRADEMARK SECURITY INTEREST**

This Release of Trademark Security Interest ("Release") is given on this 5th day of November 2014, by U.S. BANK NATIONAL ASSOCIATION, for itself and as administrative agent (in such capacity, the "Grantee"), to EFFICIENT COLLABORATIVE RETAIL MARKETING COMPANY, LLC (the "Grantor"), as follows:

WHEREAS, on July 9, 2013, the Grantor and the Grantee entered into a Confirmatory Grant of Security Interest in United States Trademarks ("Security Agreement");

WHEREAS, pursuant to said Security Agreement, the Grantor granted to the Grantee, among other collateral, a continuing security interest in all of the Grantor's right, title and interest, including goodwill, in, to and under its United States trademarks, including but not limited to the trademarks listed on the attached Schedule A (the "Trademarks");

WHEREAS, said Security Agreement was recorded in the United States Patent & Trademark Office on July 9, 2013, at reel/frame 5065/934;

WHEREAS, the Grantee wishes to release its security interest in the Trademarks listed on Schedule A and retransfer and reassign to the Grantor without recourse all of the Grantee's right, title and interest in and to the Trademarks.

NOW THEREFORE, the Grantee hereby releases any security interest it may have in the Trademarks listed on Schedule A, and reassigns any and all right, title and interest it may have in and to the Trademarks without recourse to the Grantor.

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IN WITNESS WHEREOF, the Grantee has caused this Release to be executed by its duly authorized officer.

U.S. BANK NATIONAL ASSOCIATION,  
as Grantee

By: 

Name: GREGORY D. KNUDSEN

Title: SENIOR VICE PRESIDENT

**Schedule A**

**Trademark Security Interest recorded at**

**Reel 5065 Frame 934**

<b>Mark</b>	<b>Country</b>	<b>Application Number</b>	<b>Application Date</b>	<b>Registration Number</b>	<b>Registration Date</b>
ECRM	United States	76/310,818	09/07/2001	2,651,645	11/19/2002
EPPS	United States	76/310,817	09/07/2001	2,639,110	10/22/2002
EFFICIENT COLLABORATIVE RETAIL MARKETING	United States	78/375,321	02/27/2004	3,238,462	05/01/2007
REDIPOINT*	United States	77/951,383	03/05/2010	3,972,460	06/07/2011
ARROW IN CIRCLE LOGO ALONE*	United States	77/951,399	03/05/2010	3,946,824	04/19/2011
REDIPOINT (STYLIZED) W/LOGO*	United States	77/951,486	03/05/2010	3,972,461	06/07/2011

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\*These registered trademarks are jointly owned by Efficient Collaborative Retail Marketing Company and Environmental Packaging International Ltd.