

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
Silicon Valley Bank		01/26/2011	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Bella Pictures, Inc.
Street Address:	631 Diamond Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94114
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	78373167	BELLA
Serial Number:	78373215	BELLA PICTURES
Registration Number:	3615079	BELLA PICTURES
Registration Number:	3615080	BELLA PICTURES
Registration Number:	3760358	STUDIOBLUE WEDDINGS
Registration Number:	3760357	STUDIO BLUE WEDDINGS
Registration Number:	3760356	STUDIO BLUE
Registration Number:	3622751	CAFE BELLA

CORRESPONDENCE DATA

Fax Number: (404)962-6884
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 404-885-3943
 Email: dean.shahriari@troutmansanders.com
 Correspondent Name: Dean Y. Shahriari, Ph.D.
 Address Line 1: Troutman Sanders LLP

OP \$215.00 78373167

Address Line 2: 600 Peachtree Street, NE -- Suite 5200
Address Line 4: Atlanta, GEORGIA 30308-2216

ATTORNEY DOCKET NUMBER:	220763.001060
NAME OF SUBMITTER:	Dean Y. Shahriari, Ph.D.
Signature:	/Dean Y. Shahriari 56783/
Date:	01/26/2011

Total Attachments: 5

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RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

THIS RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY (this “**Release**”) is made as of the 26th day of January 2011, by SILICON VALLEY BANK (the “**Assignor**”) for the benefit of BELLA PICTURES, INC., a Delaware corporation (“**Assignee**”).

WHEREAS, Assignee and Assignor entered into that certain (i) Loan and Security Agreement dated October 10, 2008 (as the same has been amended, modified or supplemented from time to time, the “**Loan Agreement**”) and (ii) Intellectual Property Security Agreement dated November 18, 2010, but effective as of October 10, 2008 (as the same has been amended, modified, supplemented or restated, the “**IP Agreement**”; together with the Loan Agreement, the “**Agreements**”) for the purpose of securing certain obligations of Assignee to Assignor;

WHEREAS, pursuant to the Agreements, Assignee granted the Assignor, for the benefit of the Assignor, a security interest in all of the Intellectual Property Collateral (as defined in the IP Agreement) including, without limitation the patents, trademarks and copyrights identified on Exhibits A, B, and C, attached hereto (the “**Released Collateral**”), and pledged and mortgaged (but did not transfer title to) the Intellectual Property Collateral to Assignor; and

WHEREAS, Assignor has consented to the sale of the Released Collateral from Assignee to BELLA PICTURES HOLDINGS, LLC, a Delaware limited liability company and the Assignor is therefore obligated to release its security interest in the Released Collateral.

NOW, THEREFORE, for valuable consideration and pursuant to the terms and conditions set forth in the Agreements:

The Assignor hereby terminates and releases its security interest in the Released Collateral, and the Assignor hereby assigns and transfers to Assignee, without any representation, warranty, or recourse whatsoever, the Assignor’s entire right, title, and interest in and to the Released Collateral, effective as of the date set forth above.

Assignor hereby agrees to execute such further instruments and documents and perform such further acts as Assignee may deem necessary to secure to Assignee the rights herein conveyed.

[Signature Page Follows.]

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

ASSIGNOR

SILICON VALLEY BANK

By: *Magda Johnson*
Name: *Magda Johnson*
Title: *Senior Advisor*

EXHIBIT A

Copyrights

<u>Description</u>	Registration/ Application <u>Number</u>	Registration/ Application <u>Date</u>
NONE	N/A	N/A




EXHIBIT B

Patents

<u>Description</u>	Registration/ Application <u>Number</u>	Registration/ Application <u>Date</u>
Title: System and method for online programmatic planning of events that are attended by persons.	11/865,929	10/2/2007

EXHIBIT C

Trademarks

<u>Description</u>	<u>Registration/ Application Number</u>	<u>Registration/ Application Date</u>
Bella	738373167	2/24/2004
Bella Pictures	78373215	2/24/2004
	3,615,079	5/5/2009
	3,615,080	5/5/2009
	3,760,358	3/16/2010
Studio Blue Weddings	3,760,357	3/16/2010
Studio Blue	3,760,356	3/16/2010
CAFE BELLA	3,622,751	5/19/2009