

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM317050

<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>
William Blair Mezzanine Capital Fund III, L.P.		09/15/2014	LIMITED PARTNERSHIP: DELAWARE
Keith M. Eades		09/15/2014	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sales Performance Holding Company		
<b>Street Address:</b>	6201 FAIRVIEW ROAD, SUITE 400		
<b>City:</b>	Charlotte		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	28210		
<b>Entity Type:</b>	COMPANY: NORTH CAROLINA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	73795025	SOLUTION SELLING	
<b>Serial Number:</b>	75632838	THE PERFECT SELLER	
<b>Serial Number:</b>	75664855	SITUATIONAL FLUENCY PROMPTER	
<b>Serial Number:</b>	75665852	PAIN CHAIN	
<b>Serial Number:</b>	75665853	9 BLOCK VISION PROCESSING MODEL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	7043778156		
<b>Email:</b>	jcarusone@rbh.com		
<b>Correspondent Name:</b>	Jennifer Carusone		
<b>Address Line 1:</b>	101 N. Tryon Street, Suite 1900		
<b>Address Line 4:</b>	Charlotte, NORTH CAROLINA 28246		
<b>NAME OF SUBMITTER:</b>	Jennifer Carusone		
<b>SIGNATURE:</b>	/Jennifer Carusone/		
<b>DATE SIGNED:</b>	09/16/2014		
<b>Total Attachments: 3</b>			

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**RELEASE OF  
GRANT OF SECURITY INTEREST  
IN INTELLECTUAL PROPERTY**

WHEREAS, Sales Performance Holding Company, as successor in interest to Solution Selling, Inc. (the "Grantor"), is the owner of (i) the trademark registrations listed on Schedule A attached hereto (the "Trademarks"), and (ii) the copyright registrations listed on Schedule A attached hereto (the "Copyrights");

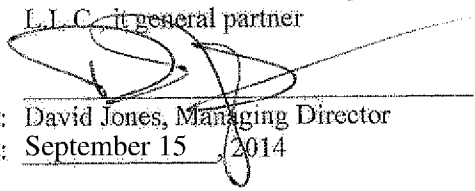
WHEREAS, in order to secure certain indebtedness, the Grantor entered into a Security Agreement dated November 6, 2001 (as amended, modified, restated or supplemented from time to time, the "Security Agreement"), in favor of William Blair Mezzanine Capital Fund III, L.P., a Delaware Limited Partnership, and Keith M. Eades, an individual (collectively, the "Lenders"); and

WHEREAS, pursuant to the Security Agreement, Grantor executed and delivered (i) a Grant of Security Interest in the Trademarks (the "Grant"), which was recorded on January 22, 2002 with the United States Patent and Trademark Office on Reel 2437 at Frame 0614 for the Trademarks and (ii) a Copyright Security Agreement (the "CSA"), which was recorded on December 14, 2001 as document V3482 D228 P1-8 with the United States Copyright Office, in each case pursuant to which the Grantor granted to the Lenders a security interest in all of its right, title and interest in and to the Trademarks and Copyrights;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Lenders hereby release and relinquish, and hereby reassign to the Grantor, without representation or warranty, all of the Lenders' right, title and interest in and to the Trademarks and the Copyrights listed on attached Schedule A, and the use thereof, together with all proceeds and products thereof and the goodwill of the businesses symbolized by the Trademarks and Copyrights, and does hereby agree that the filing of the Grant in the United States Patent and Trademark Office and the filing of the CSA in the United States Copyright Office, as aforesaid, may be removed of record.

**William Blair Mezzanine Capital Fund III, L.P.**

By: William Blair Mezzanine Capital Partners III,  
L.L.C. its general partner

By:   
Name: David Jones, Managing Director  
Dated: September 15, 2014

\_\_\_\_\_  
Keith M. Eades  
Dated: \_\_\_\_\_, 2014

**RELEASE OF  
GRANT OF SECURITY INTEREST  
IN INTELLECTUAL PROPERTY**

**WHEREAS**, Sales Performance Holding Company, as successor in interest to Solution Selling, Inc. (the "Grantor"), is the owner of (i) the trademark registrations listed on Schedule A attached hereto (the "Trademarks"), and (ii) the copyright registrations listed on Schedule A attached hereto (the "Copyrights");

**WHEREAS**, in order to secure certain indebtedness, the Grantor entered into a Security Agreement dated November 6, 2001 (as amended, modified, restated or supplemented from time to time, the "Security Agreement"), in favor of William Blair Mezzanine Capital Fund III, L.P., a Delaware Limited Partnership, and Keith M. Eades, an individual (collectively, the "Lenders"); and

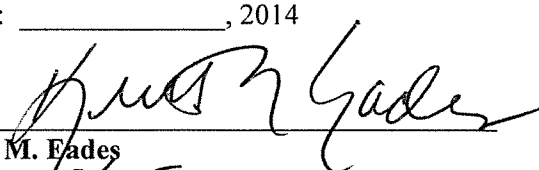
**WHEREAS**, pursuant to the Security Agreement, Grantor executed and delivered (i) a Grant of Security Interest in the Trademarks (the "Grant"), which was recorded on January 22, 2002 with the United States Patent and Trademark Office on Reel 2437 at Frame 0614 for the Trademarks and (ii) a Copyright Security Agreement (the "CSA"), which was recorded on December 14, 2001 as document V3482 D228 P1-8 with the United States Copyright Office, in each case pursuant to which the Grantor granted to the Lenders a security interest in all of its right, title and interest in and to the Trademarks and Copyrights;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Lenders hereby release and relinquish, and hereby reassign to the Grantor, without representation or warranty, all of the Lenders' right, title and interest in and to the Trademarks and the Copyrights listed on attached Schedule A, and the use thereof, together with all proceeds and products thereof and the goodwill of the businesses symbolized by the Trademarks and Copyrights, and does hereby agree that the filing of the Grant in the United States Patent and Trademark Office and the filing of the CSA in the United States Copyright Office, as aforesaid, may be removed of record.

**William Blair Mezzanine Capital Fund III, L.P.**

By: William Blair Mezzanine Capital Partners III,  
L.L.C., it general partner

By: \_\_\_\_\_  
Name: David Jones, Managing Director  
Dated: \_\_\_\_\_, 2014

  
\_\_\_\_\_  
**Keith M. Eades**  
Dated: 9/15, 2014

Schedule A

**TRADEMARK REGISTRATIONS**

Trademark	Serial No.	Filing Date	Country
SOLUTION SELLING	73795025	04/24/1989	United States
THE PERFECT SELLER	75632838	02/03/1999	United States
SITUATIONAL FLUENCY PROMPTER	75664855	03/22/1999	United States
PAIN CHAIN	75665852	03/22/1999	United States
9 BLOCK VISION PROCESSING MODEL	75665853	03/22/1999	United States

**COPYRIGHT REGISTRATIONS**

Title	Registration No.	Country
Solution selling: a process for selling conceptual, intangible solutions	TX 2-5444-643	United States
Solution selling: a system for selling difficult-to-sell products and services (version 12.2)	TX 4-200-499	United States
Solution selling: a process for selling difficult-to-sell products and services (version 16.1)	TX 4-966-170	United States