

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM403865

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Multiplier Capital, LP		10/28/2016	Limited Partnership:
RECEIVING PARTY DATA			
Name:	Balihoo, Inc.		
Street Address:	404 South 8th Street, Suite 300		
City:	Boise		
State/Country:	IDAHO		
Postal Code:	83702		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4490471	BALIHOO	
CORRESPONDENCE DATA			
Fax Number:	2125363901		
<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>			
Phone:	2125363900		
Email:	nytrademarks@klgates.com		
Correspondent Name:	Andrew L. Reibman		
Address Line 1:	599 Lexington Avenue, 33rd Floor		
Address Line 4:	New York, NEW YORK 10022-6030		
NAME OF SUBMITTER:	Julie Bellville		
SIGNATURE:	/Julie Bellville/		
DATE SIGNED:	10/31/2016		
Total Attachments: 2			
source=Release of Security Interest by Multiplier Capital, LP#page1.tif			
source=Release of Security Interest by Multiplier Capital, LP#page2.tif			

CH \$40.00 4490471

RELEASE OF SECURITY INTEREST

This RELEASE, dated as of October 28, 2016 is made by MULTIPLIER CAPITAL, LP ("Multiplier"), in favor of BALIHOO, INC., a Delaware corporation (the "Company") as follows:

WHEREAS, pursuant to Intellectual Property Security Agreement dated January 29, 2015 ("Security Agreement"), and recorded with The United States Patent and Trademark Office on February 10, 2015 at Reel/Frame No. 5457/0355, Company granted Multiplier a security interest in all of its right, title and interest in the Collateral (as defined therein);

WHEREAS, Multiplier acknowledges full payment, complete performance and satisfaction of all obligations pursuant to the Security Agreement have been made;

WHEREAS, Company has requested that Multiplier release its security interest in and to the Collateral, including without limitation the trademarks in the United States and all applications and registrations therefor set forth in Schedule A attached hereto and incorporated herein by reference.

NOW, THEREFORE, Multiplier hereby terminates and releases all of its right, title and interest in and to the security interest granted to Multiplier in the Collateral, including without limitation the United States trademarks and all applications and registrations therefor set forth in Schedule A.

MULTIPLIER 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.

IN WITNESS WHEREOF, Multiplier has caused this Release to be duly executed and delivered by its duly authorized officer as of the date first written above.

MULTIPLIER CAPITAL, LP

By: **Multiplier Capital GP, LLC**
Its General Partner

By: 

Name: Henry O'Connor

Title: Managing Member

TRADEMARK

REEL: 005911 FRAME: 0144

SCHEDULE A

Trademark	Application No.	Registration No.
BALIHOO	85/849,207	4,490,471