

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM407229

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Termination and Release of Security Interest in Trademarks Recorded at Reel 5867, Frame 0222
<b>SEQUENCE:</b>	1

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Deutsche Bank AG New York Branch, as Collateral Agent		12/01/2016	Banking Corporation: GERMANY

## RECEIVING PARTY DATA

<b>Name:</b>	SME II, LLC
<b>Street Address:</b>	505 Hobbs Road
<b>City:</b>	Jefferson City
<b>State/Country:</b>	MISSOURI
<b>Postal Code:</b>	65109
<b>Entity Type:</b>	Limited Liability Company: MISSOURI

## PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
<b>Serial Number:</b>	86914202	THE ART & SCIENCE OF BRANDING.
<b>Serial Number:</b>	86938813	THE FUTURE OF BRANDED ENTERTAINMENT

## CORRESPONDENCE DATA

Fax Number: 2134522329

*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: 2136207848

Email: iprecordations@whitecase.com

Correspondent Name: Justine Lu/White &amp; Case LLP

Address Line 1: 555 South Flower Street, 2700

Address Line 4: Los Angeles, CALIFORNIA 90071

<b>ATTORNEY DOCKET NUMBER:</b>	1111779-2653-S216
<b>NAME OF SUBMITTER:</b>	Justine Lu
<b>SIGNATURE:</b>	/Justine Lu/
<b>DATE SIGNED:</b>	12/01/2016

Total Attachments: 3

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**TERMINATION AND RELEASE OF  
SECURITY INTEREST IN TRADEMARKS**

This First Lien Termination and Release of Security Interest in Trademarks (“First Lien Trademark Release”) is made as of December 1, 2016, by DEUTSCHE BANK AG NEW YORK BRANCH, a German banking corporation (the “Collateral Agent”) in favor of SME II, LLC, a Missouri limited liability company with offices at 505 Hobbs Road, Jefferson City, Missouri 65109 (the “Grantor”).

W I T N E S S E T H:

WHEREAS, Grantor entered into a certain first lien trademark security agreement dated August 29, 2016 (the “First Lien Trademark Security Agreement”) with the Collateral Agent, notice of which was recorded on August 30, 2016 at the United States Patent and Trademark Office at Reel 5867, Frame 0222.

Capitalized terms used but not otherwise defined herein have the meanings given to them in the First Lien Trademark Security Agreement.

WHEREAS, Grantor granted the Collateral Agent, under the terms of the First Lien Trademark Security Agreement, a continuing security interest (the “Security Interest”) in favor of the Collateral Agent, in and to its Trademark Collateral, including the Trademark Collateral listed in Schedule I, and all the goodwill symbolized thereby.


WHEREAS, the Collateral Agent has agreed to terminate and release its security interest in all such Trademark Collateral as herein provided.

NOW, THEREFORE, in consideration of the foregoing and intending to be legally bound, the Collateral Agent, for itself and on behalf of the lenders in association with the Security Interest, hereby releases, terminates and discharges any and all of its interest in the Trademark Collateral of the Grantor, and all of the goodwill of the business symbolized thereby, and assigns, transfers and conveys to Grantor any interest in such intellectual property, including the Security Interest.

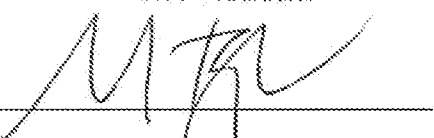
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**IN WITNESS WHEREOF**, the Collateral Agent has caused this First Lien Trademark Release to be executed as of the day and year first written above.

**DEUTSCHE BANK AG NEW YORK BRANCH,**  
as Collateral Agent

By: 

Name: Benjamin Souff  
Title: Vice President

By: 

Name: Marcus Tarkington  
Title: Director

[Signature Page to First Lien Trademark Release]

**Schedule I**

**TRADEMARKS**

1	<b>Serial #:</b> <u>86914202</u> <b>Filing Dt:</b> 02/20/2016 <b>Reg #:</b> NONE <b>Reg. Dt:</b> <b>Mark:</b> THE ART & SCIENCE OF BRANDING.
2	<b>Serial #:</b> <u>86938813</u> <b>Filing Dt:</b> 03/14/2016 <b>Reg #:</b> NONE <b>Reg. Dt:</b> <b>Mark:</b> THE FUTURE OF BRANDED ENTERTAINMENT