

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM417117

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	TERMINATION AND RELEASE OF GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SILICON VALLEY BANK		02/23/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	ACUMEN BRANDS, INC.		
Street Address:	2429 N. Gregg Avenue		
City:	Fayetteville		
State/Country:	ARKANSAS		
Postal Code:	72703		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4368008	WE KNOW COUNTRY	
Registration Number:	4599589	COUNTRY OUTFITTER	
CORRESPONDENCE DATA			
Fax Number:	6179518736		
<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:	6179518000		
Email:	jennifer.kagan@morganlewis.com		
Correspondent Name:	Jennifer Kagan, Paralegal		
Address Line 1:	One Federal Street		
Address Line 2:	Morgan, Lewis & Bockius LLP		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	107096-0096		
NAME OF SUBMITTER:	Jennifer Kagan, Paralegal		
SIGNATURE:	/jenniferkagan/		
DATE SIGNED:	02/23/2017		
Total Attachments: 3			
source=Country Outfitters-Termination and Release of Security Interest#page1.tif			
source=Country Outfitters-Termination and Release of Security Interest#page2.tif			

CH \$65.00 4368008

**TERMINATION AND RELEASE OF GRANT OF SECURITY INTEREST
IN TRADEMARK RIGHTS**

THIS TERMINATION AND RELEASE OF GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS (this "Termination"), is dated as of February 23, 2017 (the "Effective Date") and made by **SILICON VALLEY BANK**, a California corporation, ("Grantee") located at 3003 Tasman Drive, Santa Clara, California 95054, to **ACUMEN BRANDS, INC.**, a Delaware corporation ("Grantor"), located at 2429 N. Gregg Avenue Fayetteville Arkansas 72703.

WHEREAS, pursuant to the Intellectual Property Security Agreement, dated as of August 25, 2011, made by Grantor in favor of Grantee (the "Security Agreement"), a security interest was granted by the Grantor to Grantee in certain collateral, including the Trademarks (as hereinafter defined);

WHEREAS, the Security Agreement was recorded in the Trademark Division of the United States Patent and Trademark Office on (a) September 16, 2013, at Reel 05112 and Frame 0054;

WHEREAS, Grantee now desires to terminate and release the Security Agreement;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Termination, Grantee hereby states as follows:

1. Definitions. The term "Trademarks," as used herein, shall mean all of the Grantor's right, title and interest of every kind and nature as of the date hereof in the trademarks listed on Schedule A hereto, together with, among other things, the goodwill of the business symbolized by such trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof.

2. Release of Security Interest. Grantee hereby terminates the Security Agreement and terminates, releases and discharges its continuing security interest in the Trademarks and reassigns to the person or persons legally entitled thereto all right, title and interest of Grantee in the Trademarks.

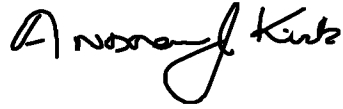
3. Representations and Warranties. The Grantee represents and warrants that: (i) it has the full power and authority to execute this Termination and Release; and (ii) it has not assigned, transferred, restricted or otherwise encumbered its rights under the Security Agreement.

4. Further Assurances. The Grantee hereby 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 termination and release of the Security Interest contemplated hereby.

[remainder of page intentionally left blank]

IN WITNESS WHEREOF, the Grantee has caused this Termination to be executed by its duly authorized officer as of the Effective Date.

SILICON VALLEY BANK
a California Corporation



By: _____

Name: Andrew J. Kirk

Title: Director – Structured Finance

[Signature Page to Termination and Release of Trademark Security Agreement]

TRADEMARK
REEL: 005995 FRAME: 0018

Schedule A

U.S. Trademark Registrations

Trademark	Registration No. /(Serial No.)	Registration Date/(Filing Date)	Owner
WE KNOW COUNTRY	4368008	07/16/2013	Acumen Brands, Inc.
COUNTRY OUTFITTER	4599589	09/09/2014	Acumen Brands, Inc.