

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM420446

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|---|------------------------------------|-------------------------------|-------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE OF SECURITY INTEREST | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| CITY NATIONAL BANK | | 03/02/2017 | Corporation: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | SMARTERHQ, INC. | | |
| Street Address: | 9102 N. Meridian Street, Suite 415 | | |
| City: | Indianapolis | | |
| State/Country: | INDIANA | | |
| Postal Code: | 46260 | | |
| Entity Type: | Corporation: DELAWARE | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86501023 | COMPLETE THE CONVERSATION | |
| Serial Number: | 86407327 | SMARTERHQ | |
| Serial Number: | 85545864 | SMARTER R E M A R K E T E R S | |
| Serial Number: | 86501053 | | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 6506440520 | | |
| <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: | 6506483802 | | |
| Email: | patty@pattycheng.com | | |
| Correspondent Name: | Patty Cheng | | |
| Address Line 1: | 2625 MIDDLEFIELD ROAD, SUITE 215 | | |
| Address Line 4: | Palo Alto, CALIFORNIA 94306 | | |
| NAME OF SUBMITTER: | Patty Cheng | | |
| SIGNATURE: | /s/ Patty Cheng | | |
| DATE SIGNED: | 03/21/2017 | | |
| Total Attachments: 2 | | | |
| source=SmarterHQ - IP release (CNB) - executed#page1.tif | | | |
| source=SmarterHQ - IP release (CNB) - executed#page2.tif | | | |

OP \$115.00 86501023

REASSIGNMENT AND RELEASE OF SECURITY INTEREST

This Reassignment and Release of Security Interest is executed as of March 2, 2017 by CITY NATIONAL BANK (the "Assignor") for the benefit of SMARTERHQ, INC., a Delaware corporation, successor-in-interest to SMARTERREMARKETER, INC. (the "Assignee"), with its principal executive office located at 9102 N. Meridian Street, Suite 415, Indianapolis, IN 46260.

RECITALS

A. WHEREAS, Assignee assigned certain interests in the intellectual property described on Exhibit A (the "IP") to Assignor pursuant to a certain Intellectual Property Security Agreement dated as of June 30, 2016 and recorded with the U.S. Patent and Trademark Office and U.S. Copyright Office.

B. WHEREAS, Assignor wishes to release and reassign all interest that such Assignor may have in the IP.

AGREEMENT

Now, therefore, Assignor agrees that it releases its security interest in the IP and reassigns to Assignee, without warranty or recourse, all interest of Assignor in and to the IP.

ASSIGNOR:

Address:

245 Lytton Avenue, Suite 175
Palo Alto, CA 94301
Attn: Rod Werner, Managing Director

CITY NATIONAL BANK

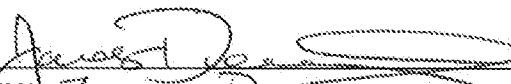
By: 
Name: James Derry
Title: SVP

EXHIBIT A

Trademarks

| <u>Description</u> | <u>Serial Number</u> | <u>File Date</u> |
|---------------------------|----------------------|------------------|
| Complete the Conversation | 86501023 | 1/12/2015 |
| SmarterHQ | 86407327 | 9/26/2014 |
| Smarter Remarketers | 85545864 | 2/17/2012 |
| Design | 86501053 | 1/12/2015 |