

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM422310

<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>
SILICON VALLEY BANK		04/03/2017	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	POPSUGAR INC.		
<b>Street Address:</b>	111 Sutter Street		
<b>Internal Address:</b>	15th Floor		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94104		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4569994	WE SEARCH. WE FIND. WE SHOPSTYLE.	
<b>Registration Number:</b>	4517179	LINKSTAR	
<b>Registration Number:</b>	4456268	FOR THE STYLE OBSESSED	
<b>Registration Number:</b>	3985044	MYPERFECTSALE	
<b>Registration Number:</b>	3761889	SHOPSTYLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4048853900		
<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>	4048853868		
<b>Email:</b>	rusty.close@troutmansanders.com		
<b>Correspondent Name:</b>	CHRISTOPHER CLOSE		
<b>Address Line 1:</b>	TROUTMAN SANDERS LLP		
<b>Address Line 2:</b>	600 PEACHTREE STREET NE, SUITE 5200		
<b>Address Line 4:</b>	ATLANTA, GEORGIA 30308-2216		
<b>ATTORNEY DOCKET NUMBER:</b>	220763.001556		
<b>NAME OF SUBMITTER:</b>	Christopher Close		
<b>SIGNATURE:</b>	/Christopher Close/		
<b>DATE SIGNED:</b>	04/04/2017		

CH \$140.00 4569994

**Total Attachments: 4**

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## RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY

THIS RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY (the "Release") is made as of the 3<sup>rd</sup> day of ~~March~~ <sup>April</sup> 2017, between POPSUGAR INC., a Delaware corporation ("Assignee"), and SILICON VALLEY BANK, a California corporation ("Assignor").

WHEREAS, in connection with certain loan documents, Assignee and Assignor entered into the Amended and Restated Loan and Security Agreement dated as of February 25, 2014 (as amended, supplemented, or otherwise modified from time to time, the "Loan Agreement") and the Intellectual Property Security Agreement dated as of April 2, 2014 (as amended, supplemented, or otherwise modified from time to time, the "IP Agreement"; together with the Loan Agreement, collectively, the "Agreements") for the purpose of securing certain obligations of Assignee to Assignor;

WHEREAS, pursuant to the Agreements, Assignee granted Assignor, for the benefit of Assignor, a security interest in all of the Patents, Trademarks, and Copyrights (as defined in the Agreements) (collectively hereinafter the "Intellectual Property"), including the Patents, Trademarks, and Copyrights, identified on Exhibits A, B, and C, attached hereto (the "Released Intellectual Property"), and pledged and mortgaged (but did not transfer title to) the Intellectual Property to Assignor; and

WHEREAS, Assignee is selling certain assets, including the Released Intellectual Property, to a third party and Assignee has requested that Assignor, and Assignor has agreed to, release its security interest in the Released Intellectual Property.

NOW, THEREFORE, for valuable consideration and pursuant to the terms and conditions set forth in the Agreements:

Assignor hereby terminates and releases its security interest in the Released Intellectual Property and Assignor hereby assigns and transfers to Assignee, without any representation, warranty, or recourse whatsoever, Assignor's entire right, title, and interest in and to the Released Intellectual Property, effective as of the date set forth above.

Assignor hereby agrees to execute such further instruments and documents and perform such further acts as Assignee may deem necessary to secure to Assignee the rights herein conveyed.

"ASSIGNOR"

SILICON VALLEY BANK

By: 

Name: Brian Sugar

Title: CEO

**EXHIBIT A – PATENTS**

Description	Application Number	Registration Number
NONE		

**EXHIBIT B – TRADEMARKS**

Description	Application Number	Registration Number
WE SEARCH. WE FIND. WE SHOPSTYLE.	86076525	4569994
LINKSTAR	85867134	4517179
FOR THE STYLE OBSESSED	85736157	4456268
MYPERFECTSALE	85162800	3985044
SHOPSTYLE	78937135	3761889
LINKSTAR	EC011667185	EC011667185

**EXHIBIT C – COPYRIGHTS**

Description	Registration Number	Application Number
NONE		