

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM423806

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment of Security Interests		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
City National Bank		03/02/2017	National Banking Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	SmarterHQ, Inc.		
Also Known As:	SmarterRemarketer, 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:	8586385130		
<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:	858-677-1400		
Email:	susan.reynolds@dlapiper.com		
Correspondent Name:	DLA Piper LLP (US)		
Address Line 1:	4365 Executive Drive, Suite 1100		
Address Line 4:	San Diego, CALIFORNIA 92121		
NAME OF SUBMITTER:	Matt Schwartz		
SIGNATURE:	/s/ Matt Schwartz		
DATE SIGNED:	04/14/2017		
Total Attachments: 2			
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CH \$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

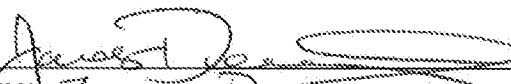
By: 
Name: James Derry
Title: SVP

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