

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM426034

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Credit Suisse AG, Cayman Islands Branch		05/01/2017	Bank: SWITZERLAND

RECEIVING PARTY DATA

Name:	Collective Bias, Inc.
Street Address:	1750 S. Osage Springs Drive
City:	Rogers
State/Country:	ARKANSAS
Postal Code:	72758
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	4452391	AISLE SHARE
Registration Number:	4448846	CB SOCIALLY
Registration Number:	4673015	COLECTIVALATINA
Registration Number:	4217753	COLLECTIVE BIAS
Serial Number:	86802147	INFLUENCER ACCURANK
Registration Number:	4848335	SHOPPER SOCIAL MEDIA
Registration Number:	3958573	SOCIAL FABRIC
Registration Number:	4689938	SOFAB CHATS
Registration Number:	4741837	SOFAB CONNECT
Registration Number:	5147755	SOFABFOOD
Serial Number:	86208941	SOFAB PERKS
Registration Number:	4576486	SOFAB U
Registration Number:	4664836	SOFAB UNIVERSITY
Registration Number:	4934104	SOFABU ON THE ROAD
Registration Number:	3962469	THE WISDOM OF CONNECTED CROWDS
Serial Number:	86915242	TIME SPENT WITH CONTENT
Registration Number:	4680891	U
Registration Number:	4650509	

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4689954	

CORRESPONDENCE DATA

Fax Number: 8004947512

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: 202-370-4750

Email: ipteam@cogencyglobal.com

Correspondent Name: Joanna McCall

Address Line 1: 1025 Vermont Ave NW, Suite 1130

Address Line 2: COGENCY GLOBAL INC.

Address Line 4: Washington, D.C. 20005

ATTORNEY DOCKET NUMBER:	F169908 1st Lien Supp
NAME OF SUBMITTER:	Theresa Volano
SIGNATURE:	/Theresa Volano/
DATE SIGNED:	05/03/2017

Total Attachments: 4

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RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE OF SECURITY INTERESTS IN TRADEMARKS (this “Release”) is made as of May 1, 2017 (“Effective Date”) by CREDIT SUISSE AG (the “Administrative Agent”), in favor of COLLECTIVE BIAS, INC. (the “Grantor”). Capitalized terms not defined herein shall have the meanings ascribed to such terms in the Security Agreement or the Trademark Security Agreement (as defined below), as applicable.

WHEREAS, the Grantor, the Administrative Agent, and other parties thereto entered into that certain First Lien Security Agreement, dated January 27, 2014 (as amended, restated, supplemented or otherwise modified from time to time, the “Security Agreement”), which required the parties to enter into the Trademark Security Agreement (defined below);

WHEREAS, the Grantor and the Administrative Agent entered into that certain Trademark Security Agreement, dated November 21, 2016 (the “Trademark Security Agreement”), under which the Grantor granted to the Administrative Agent, for the benefit of the Secured Parties, a security interest in all right, title or interest in or to any and all of the following assets and properties then owned or at any time thereafter acquired by such Grantor or in which such Grantor then has or at any time afterwards may acquire any right, title or interest (excluding any Excluded Asset): (i) (a) all trademarks, service marks, trade names, corporate names, trade dress, logos, designs or fictitious business names, then existing or thereafter adopted or acquired and whether registered or unregistered, all registrations and recordings thereof, and all registration and recording applications filed in connection therewith, including registrations and registration applications in the United States Patent and Trademark Office, including the registrations and registration applications listed in Schedule A hereto, or any similar offices in any jurisdiction, and all extensions or renewals thereof, as well as any unregistered trademarks and service marks used by a Grantor and (b) all goodwill connected with the use thereof and symbolized thereby; (ii) all additions and improvements to the foregoing, renewals, extensions, supplements and continuations thereof, rights to sue or otherwise recover for any past, present or future infringement, dilution or other violation of any of the foregoing, or for any injury to goodwill, (iii) all other rights accruing thereunder or pertaining thereto throughout the world, and (iv) to the extent not otherwise included, all Proceeds of the foregoing, including license fees, royalties, income, payments, claims, damages and proceeds of suit then or thereafter due and/or payable with respect thereto (collectively, the “Trademark Collateral”); and such Trademark Security Agreement was recorded with the United States Patent and Trademark Office on November 22, 2016, at Reel 5926, Frame 0424;

WHEREAS, the Grantor has satisfied the terms of the Trademark Security Agreement and requests a specific release of the security interest granted and recorded against the Trademark Collateral.

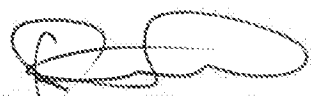
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Administrative Agent hereby, on behalf of itself and the Secured Parties, (i) terminates the Trademark Security Agreement, (ii) releases any and all liens, security interests, right, title and interest the Administrative Agent or any Secured Party may have in, to or under the Trademark Collateral, and (iii) re-assigns to the Grantor, any right, title or interest the Administrative Agent or any Secured Party may have in, to or under the Trademark Collateral, together with the goodwill of the business symbolized thereby.

This Release shall be governed by, and construed and interpreted in accordance with, the laws of the State of New York.

* * * * *


IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be executed, on behalf of itself and the Secured Parties, by its duly authorized representative effective as of the Effective Date.

CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH
as the Administrative Agent

By:  _____

Name: Judith Smith

Title: Authorized Signatory

By:  _____

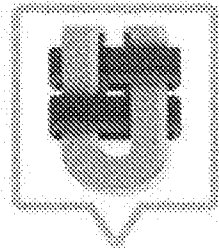
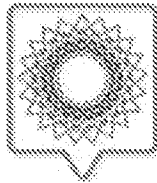
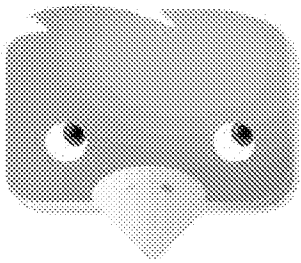
Name: Karim Rahimtoola

Title: Authorized Signatory

[Signature Page to First Lien Release of Security Interest in Trademarks - Supplement]

TRADEMARK
REEL: 006048 FRAME: 0284

SCHEDULE A

Owner	Appl./Reg. No.	Title/Mark	Issue Date
Collective Bias, Inc.	4452391	AISLE SHARE	12/17/2013
Collective Bias, Inc.	4448846	CB SOCIALLY	12/10/2013
Collective Bias, Inc.	4673015	COLECTIVALATINA	1/13/2015
Collective Bias, Inc.	4217753	COLLECTIVE BIAS	10/2/2012
Collective Bias, Inc.	86802147	INFLUENCER ACCURANK	N/A
Collective Bias, Inc.	4848335	SHOPPER SOCIAL MEDIA	11/3/2015
Collective Bias, Inc.	3958573	SOCIAL FABRIC	5/10/2011
Collective Bias, Inc.	4689938	SOFAB CHATS	2/17/2015
Collective Bias, Inc.	4741837	SOFAB CONNECT	5/26/2015
Collective Bias, Inc.	5147755	SOFAB FOOD	N/A
Collective Bias, Inc.	86208941	SOFAB PERKS	N/A
Collective Bias, Inc.	4576486	SOFAB U	7/29/2014
Collective Bias, Inc.	4664836	SOFAB UNIVERSITY	12/30/2014
Collective Bias, Inc.	4934104	SOFABU ON THE ROAD	4/6/2016
Collective Bias, Inc.	3962469	THE WISDOM OF CONNECTED CROWDS	5/17/2011
Collective Bias, Inc.	86915242	TIME SPENT WITH CONTENT	N/A
Collective Bias, Inc.	4680891		2/3/2015
Collective Bias, Inc.	4650509		12/2/2014
Collective Bias, Inc.	4689954		2/17/2015