

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM445987

<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>
Fifth Third Bank, as Agent		09/29/2017	Banking Corporation: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Diversified Mercury Communications, LLC		
<b>Street Address:</b>	3 Speen St.		
<b>Internal Address:</b>	#140		
<b>City:</b>	Framingham		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01701		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>Name:</b>	DTR Advertising, Inc.		
<b>Street Address:</b>	225 Cedar Hill Street		
<b>City:</b>	Marlborough		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01752		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>Name:</b>	Diversified Mercury Communications Holding Company, LLC		
<b>Street Address:</b>	3 Speen St		
<b>Internal Address:</b>	#140		
<b>City:</b>	Framingham		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01701		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3905983	THE PERFORMANCE AGENCY	
<b>Registration Number:</b>	2620796	MEDIATRAK	
<b>Registration Number:</b>	3739630	RESULTS ARE MEASURED IN NUMBERS NOT WORD	
<b>CORRESPONDENCE DATA</b>			

CH \$90.00 3905983

**Fax Number:** 3125585700

***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:** (312) 558-6352

**Email:** mfoy@winston.com

**Correspondent Name:** Michelle Foy, Winston & Strawn LLP

**Address Line 1:** 35 West Wacker Drive

**Address Line 2:** Suite 4200

**Address Line 4:** Chicago, ILLINOIS 60601-9703

<b>ATTORNEY DOCKET NUMBER:</b>	86014.17
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<b>NAME OF SUBMITTER:</b>	Michelle Foy
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<b>SIGNATURE:</b>	/Michelle Foy/
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<b>DATE SIGNED:</b>	10/04/2017
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**Total Attachments: 4**

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## RELEASE OF SECURITY INTEREST IN TRADEMARKS

This RELEASE OF SECURITY INTEREST IN TRADEMARKS, dated as of September <sup>29</sup> 2017 (the "Release"), is made by Fifth Third Bank, as agent (in such capacity, together with its successors and permitted assigns, the "Agent") for the benefit of the Lenders (as defined in the Credit Agreement defined below).

WHEREAS, pursuant to the Loan, Guaranty and Security Agreement dated as of December 22, 2011, as amended and restated by the Amended and Restated Loan, Guaranty and Security Agreement dated as of December 12, 2012 (as the same may be amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement") among Diversified Mercury Communications, LLC, as a Borrower ("DMC"), the other Borrowers and Credit Parties party thereto (collectively, with DMC, the "Grantors") and the Agent, the Agent and Lenders have made loans and other financial accommodations to the Borrowers;

WHEREAS, pursuant to (i) the Intellectual Property Security Agreement dated as of December 22, 2011 (the "2011 Trademark Security Agreement"), which was recorded in the United States Patent and Trademark Office at Reel 004692, Frame 0971, and (ii) the Trademark and License Security Agreement dated as of January 25, 2013 (the "2013 Trademark Security Agreement" and collectively with the 2011 Trademark Security Agreement, the "Trademark Security Agreements"), which was recorded in the United States Patent and Trademark Office at Reel 004951, Frame 0533, Grantors granted to the Agent for the benefit of the Lenders a lien on and security interest in all of the right, title and interest of the Grantor in, to and under the trademarks listed on Schedule I hereto;

WHEREAS, all obligations under the Credit Agreement have been paid in full and the Grantors have requested that the Agent release, and the Agent is willing to release, its lien on and its security interest in, to, and under the trademarks listed on Schedule I hereto and all related rights, title and interest of Grantors in, to, and under the foregoing, including all renewals and extensions of the foregoing, all goodwill of the business connected with the use of, and symbolized by, each such trademark, and all income, royalties, proceeds and liabilities at any time due or payable or asserted under any of the foregoing, including, without limitation, all rights to sue and recover at law or in equity for any past, present and future infringement, misappropriation, dilution, violation or other impairment thereof (collectively, the "Released Trademark Collateral");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. The Agent hereby unconditionally releases and terminates any and all security interest in, all of Grantors' right, title and interest in, to and under the Released Trademark Collateral, in each case granted pursuant to the Trademark Security Agreements or any other guaranty or security agreement entered into in connection with the Credit Agreement, without recourse or representation or warranty, express or implied, of any kind or nature whatsoever.

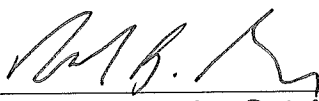
2. The Agent hereby agrees that any power of attorney or similar rights granted by Grantors to the Agent pursuant to the Trademark Security Agreements or otherwise is terminated with respect to the Released Trademark Collateral.

3. The Agent hereby (i) authorizes Grantors or Grantors' authorized representative to record this Release with the U.S. Patent and Trademark Office and (ii) authorizes and requests that the U.S. Patent and Trademark Office note and record the existence of this Release hereby given.

4. The Agent hereby agrees to take all further actions, and provide to Grantors and their successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by Grantors, at Grantors' sole cost and expense, to more fully and effectively effectuate the purposes of this Release.

IN WITNESS WHEREOF, Agent has caused this Release of Security Interest in Trademarks to be executed by its duly authorized officer as of the date first set forth above.

**FIFTH THIRD BANK,**  
as Agent

By:   
Name: MICHAEL B. BARKLEY  
Title: VICE PRESIDENT

**SCHEDULE I**

**Trademark Registrations**

<b>Mark</b>	<b>Reg. No.</b>
THE PERFORMANCE AGENCY	3905983
MEDIATRAK	2620796
RESULTS ARE MEASURED IN NUMBERS NOT WORDS	3739630