

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM478612

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Antares Capital LP, as Administrative Agent		06/19/2018	Limited Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	CMI Marketing, Inc.		
Street Address:	c/o ZMC Management L.L.C., 110 East 59th Street, 24th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	2592351	CLUBMOM	
Registration Number:	2608079	CLUB MOM	
Registration Number:	3316341	CAFEMOM	
Registration Number:	4747392	CAFEMOM	
Registration Number:	3385159	SWEETPEAS	
Registration Number:	4566129	CAFEMOM PRESENTS MOM.COM	
Registration Number:	4527732	THE STIR	
Registration Number:	4527733	THE STIR	
Registration Number:	4516285	THE PROWL	
Registration Number:	5020283	VIVALA	
Registration Number:	5047658	ATHENA	
Registration Number:	5087970	REVELIST	
CORRESPONDENCE DATA			
Fax Number:	3129021061		
<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:	312.577.8034		
Email:	oscar.ruiz@kattenlaw.com		
Correspondent Name:	Oscar Ruiz c/o Katten Muchin Rosenman		

TRADEMARK

Address Line 1: 525 West Monroe Street	
Address Line 4: Chicago, ILLINOIS 60661	
ATTORNEY DOCKET NUMBER:	387132-484
NAME OF SUBMITTER:	Oscar Ruiz
SIGNATURE:	/Oscar Ruiz/
DATE SIGNED:	06/19/2018
Total Attachments: 3 source=AdThrive Partial Release (Trademarks) Executed#page1.tif source=AdThrive Partial Release (Trademarks) Executed#page2.tif source=AdThrive Partial Release (Trademarks) Executed#page3.tif	

PARTIAL RELEASE AND ASSIGNMENT OF TRADEMARKS

Dated: June 19, 2018


WHEREAS, pursuant to that certain Trademark Security Agreement dated as of May 24, 2018, made by CMI MARKETING, INC., a Delaware corporation (“**Grantor**”), in favor of ANTARES CAPITAL LP, as administrative agent and collateral agent (in such capacities, together with its successors and permitted assigns, the “**Administrative Agent**”), which was recorded with the United States Patent and Trademark Office with regard to certain trademarks of Grantor on May 24, 2018, at Reel 6336, Frame 0186, Grantor granted to Administrative Agent for the benefit of certain secured parties (the “**Secured Parties**”) a security interest in and lien on all of Grantor’s interest in and to the collateral described therein, including without limitation, those trademarks and trademark applications described on the attached Schedule A, made a part hereof (collectively, the “**Specified Trademark Collateral**”);

WHEREAS, Administrative Agent, on behalf of itself and the Secured Parties, desires to release its security interest in, and lien and any other encumbrance on, the Specified Trademark Collateral listed on Schedule A, made a part hereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Administrative Agent, on behalf of itself and the Secured Parties does hereby release its security interest in and lien on the Specified Trademark Collateral listed on Schedule A and reassigns to Grantor, without representation or warranty, express or implied, and without recourse, all right, title and interest of Administrative Agent and the Secured Parties, in and to Grantor's interest in such Specified Trademark Collateral listed on such Schedule.

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ANTARES CAPITAL LP

By: 
Name: Phillip Smith
Title: Duly Authorized Signatory

SCHEDULE A
to
PARTIAL RELEASE AND REASSIGNMENT OF TRADEMARKS

Trademark	Registration Number
CLUBMOM	2592351
CLUBMOM - DESIGN	2608079
CafeMom (word mark)	3316341
CafeMom (design)	4747392
SweetPeas	3385159
CafeMom Presents Mom.com	4566129
The Stir (word mark)	4527732
The Stir (design)	4527733
The Prowl	4516285
Vivala	5020283
Athena	5047658
Revelist	5087970