

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM479212

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CIBC BANK USA, formerly known as The PrivateBank and Trust Company, as administrative agent		06/22/2018	Chartered Bank: ILLINOIS
RECEIVING PARTY DATA			
Name:	MARKET STRATEGIES, INC.		
Street Address:	31700 Middlebelt Road		
City:	Farmington Hills		
State/Country:	MICHIGAN		
Postal Code:	48334		
Entity Type:	Corporation: MICHIGAN		
Name:	VSS-MSI HOLDINGS, LLC		
Street Address:	31700 Middlebelt Road		
City:	Farmington Hills		
State/Country:	MICHIGAN		
Postal Code:	48334		
Entity Type:	Limited Liability Company: DELAWARE		
Name:	COGENT RESEARCH, LLC		
Street Address:	31700 Middlebelt Road		
City:	Farmington Hills		
State/Country:	MICHIGAN		
Postal Code:	48334		
Entity Type:	Limited Liability Company: MASSACHUSETTS		
Name:	MARKET STRATEGIES QUALITATIVE, LLC		
Street Address:	31700 Middlebelt Road		
City:	Farmington Hills		
State/Country:	MICHIGAN		
Postal Code:	48334		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 8			

OP \$215.00 2809961

Property Type	Number	Word Mark
Registration Number:	2809961	MARKET STRATEGIES
Registration Number:	2631306	MSIMPACT MODELING
Registration Number:	2884013	MSINNOVATION
Registration Number:	3284879	MSPOSITIONING
Registration Number:	3060800	COGENT RESEARCH
Registration Number:	3856098	ADVISOR BRANDSCAPE
Registration Number:	3856099	INVESTOR BRANDSCAPE
Registration Number:	3856100	RETIREMENT PLANSCAPE

CORRESPONDENCE DATA

Fax Number: 3128637806

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: 3128637198

Email: nancy.brougher@goldbergkohn.com

Correspondent Name: Nancy Brougher, Paralegal

Address Line 1: Goldberg Kohn Ltd.

Address Line 2: 55 East Monroe, Suite 3300

Address Line 4: Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER: 6030.127

NAME OF SUBMITTER: Nancy Brougher

SIGNATURE: /njb/

DATE SIGNED: 06/25/2018

Total Attachments: 2

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Release of Security Interest in Trademarks

This RELEASE OF SECURITY INTEREST IN TRADEMARKS (the "Release") is made effective as of June 22, 2018 by CIBC BANK USA, formerly known as The PrivateBank and Trust Company, as administrative agent as described in the Security Agreement defined below (in such capacity, "Agent"), in favor of MARKET STRATEGIES, INC., a Michigan corporation (the "Company"), VSS-MSI HOLDINGS LLC, a Delaware limited liability company, COGENT RESEARCH, LLC, a Massachusetts limited liability company, and MARKET STRATEGIES QUALITATIVE, LLC, a Delaware limited liability company (collectively, including the Company, the "Grantors").

WHEREAS Grantors owns trademark applications or registrations, more particularly described on Schedule 1 annexed hereto and made a part hereof;

WHEREAS reference is also made to that certain Trademark Security Agreement between Agent and Grantors dated May 2, 2013 (as amended or modified from time to time, the "Security Agreement") pursuant to which Grantors pledged, assigned, and granted to Agent a security interest in, among other assets, all right, title and interest of Grantors in, to and under all then owned and thereafter acquired trademarks, trademark applications and trademark licenses;

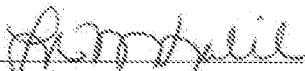
WHEREAS Agent recorded its security interest in each item described on Schedule 1 of the Trademark Security Agreement in the United States Patent and Trademark Office on May 22, 2013, Trademark Reel 5032, Frame 0584; and

WHEREAS Agent desires to terminate the Trademark Security Agreement.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Agent does hereby terminate the Trademark Security Agreement and its security interest in the Trademark Collateral evidenced by the Trademark Security Agreement dated May 2, 2013, and recorded in the U.S. Patent and Trademark Office on May 22, 2013 at Trademark Reel 5032, Frame 0584.

IN WITNESS WHEREOF, Agent has caused this Release to be executed by the undersigned, its duly authorized representative, on the 22 day of June 2018.

CIBC BANK USA, formerly known as The
PrivateBank and Trust Company, as Agent

By: 

Name: Laura M. Kalil

Title: Managing Director

SCHEDULE 1

TRADEMARKS, TRADEMARK APPLICATIONS AND TRADEMARK LICENSES

Grantor	Trademark or Trademark Application	Trademark Application Number	Trademark Application Filing Date	Trademark Registration Number	Date of Registration
Market Strategies, Inc.	Market Strategies	76446260	2,809,961	9/3/2002	2/3/2004
Market Strategies, Inc.	MSImpact Modeling	76327621	2,631,306	10/22/2001	10/8/2002
Market Strategies, Inc.	MSInnovation	76559617	2,884,013	11/12/2003	9/14/2004
Market Strategies, Inc.	MSFashioning	77043831	3,284,879	11/14/2006	8/28/2007
Cogent Research, LLC	Cogent Research	78025540	3,060,800	9/13/2009	2/21/2008
Cogent Research, LLC	Advisor Brandscape	77924062	3,856,098	1/29/2010	10/5/2010
Cogent Research, LLC	Investor Brandscape	77924072	3,856,099	1/29/2010	10/5/2010
Cogent Research, LLC	Retirement Planscape	77924078	3,856,100	1/29/2010	10/5/2010

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