

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM500023

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blue Agencies, LLC		11/01/2018	Limited Liability Company:
Brado Cuneo Nollau, LLC		11/01/2018	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	CrossFirst Bank		
Street Address:	4435 Main Street, STE 1100		
City:	Kansas City		
State/Country:	MISSOURI		
Postal Code:	64111		
Entity Type:	Chartered Bank: KANSAS		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4333786	BRÄDO	
Registration Number:	2530869	OPPORTUNITY MAPPING	
Registration Number:	4855042	RTI	
Registration Number:	4942073	VALUES LINK	
Registration Number:	4242009	VOICE CHECK	
CORRESPONDENCE DATA			
Fax Number:	8169838080		
<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:	8169838000		
Email:	pto-kc@huschblackwell.com		
Correspondent Name:	HUSCH BLACKWELL LLP		
Address Line 1:	4801 Main Street, Suite 1000		
Address Line 4:	Kansas City, MISSOURI 64112		
ATTORNEY DOCKET NUMBER:	527622-9		
NAME OF SUBMITTER:	Max Ellenbecker		
SIGNATURE:	/max ellenbecker/		
DATE SIGNED:	11/29/2018		

CH \$140.00 4333786

Total Attachments: 3

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NOTICE
O F
GRANT OF SECURITY INTEREST
I N
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:


Please be advised that pursuant to the Pledge and Security Agreement dated as of November 1, 2018 (as the same may be amended, modified, extended or restated from time to time, the "Agreement") by and between the obligors party thereto ("Obligors") and CROSSFIRST BANK, as lender ("Lender"), the undersigned Obligors have granted a continuing security interest in, and a right to set off against, any and all right, title and interest of Obligors in and to the trademarks and trademark applications set forth on Schedule 1 hereto to Lender.

The undersigned Obligors and Lender hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (i) may only be terminated in accordance with the terms of the Agreement and (ii) is not to be construed as an assignment of any trademark or trademark application.

Very truly yours,

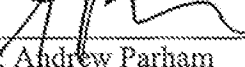
OBLIGORS:

BLUE AGENCIES, LLC, a Missouri limited liability company

By: 
Name: Andrew Parham
Title: Chief Executive Officer

BRADO CUNEO NOLLAU, LLC, a Missouri limited liability company

By: Blue Agencies, LLC
Its: Manager


By: 
Name: Andrew Parham
Title: Chief Executive Officer

KCP-8422687

TRADEMARK
REEL: 006491 FRAME: 0019

Acknowledged and Accepted:

CROSSFIRST BANK

By: 
Name: Ward Nixon
Title: Managing Director

Schedule 1


Blue Agencies, LLC:

Unregistered tradenames: Blue Holdings

Fictitious Names: Blue Holdings is registered as a fictitious name with the Missouri Secretary of State (No. X001254041).

Brado Cuneo Nollau, LLC:

Registered trademarks:

Trademark Description/Name	Registration/Application Number	Date	Country
BRÄDO	4333786	May 14, 2013	USA
Opportunity Mapping	2530869 (Supplemental Register)	January 15, 2002	USA
 RTI	4855042	November 17, 2015	USA
Values Link	4942073	April 19, 2016	USA
Voice Check	4242009	November 13, 2012	USA

Unregistered tradenames:

Brado Creative Insight
Brado
SMI
SMI-Alcott
The Alcott Group
Strategic Marketing
Brädo

Common Law Trademarks:

InQuest (qualitative process)
VistaLens
SmartCluster
CrystalCluster
Emotional DNA
Brand Equity Dial
Thought Catchers
Up-close & Personal
SWOT Lights
Motivation Gateway
Market Vision Map
Interactive Segment Icons

Fictitious/Assumed Names:

The fictitious name “Brado Creative Insight” is registered with the Missouri Secretary of State (No. X00960918). “The Alcott Group” is registered as an assumed name with the Illinois Secretary of State.