

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM508965

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ally Bank		02/05/2019	Corporation: UTAH
RECEIVING PARTY DATA			
Name:	Defy Media (ABC), LLC		
Street Address:	12657 Alcosta Blvd, Suite 500		
City:	San Ramon		
State/Country:	CALIFORNIA		
Postal Code:	94583		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	4486877	BLISSTREE	
Registration Number:	4311277	CRUSHABLE	
Registration Number:	2655591	GURL	
Registration Number:	2655592	GURL	
Registration Number:	4527646	THEGLOSS	
Registration Number:	4552163	THEGRINDSTONE	
Registration Number:	4810818	CLEVVER	
Registration Number:	4153821	CLEVVER	
Registration Number:	4810817	CLEVVER MAGAZINE	
Registration Number:	4153822	CLEVVERTV	
CORRESPONDENCE DATA			
Fax Number:	8004947512		
<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:	202-370-4756		
Email:	ipteam@cogencyglobal.com		
Correspondent Name:	Jay daSilva		
Address Line 1:	1025 Vermont Ave NW, Suite 1130		
Address Line 2:	COGENCY GLOBAL INC.		
Address Line 4:	Washington, D.C. 20005		

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ATTORNEY DOCKET NUMBER:	1044541 TM REL ALLY 3
NAME OF SUBMITTER:	Robin Dunn
SIGNATURE:	/Robin Dunn/
DATE SIGNED:	02/06/2019
Total Attachments: 7 source=Ally Release-3#page2.tif source=Ally Release-3#page3.tif source=Ally Release-3#page4.tif source=Ally Release-3#page5.tif source=Ally Release-3#page6.tif source=Ally Release-3#page7.tif source=Ally Release-3#page8.tif	

RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of February 5, 2019 by Ally Bank ("Lender").

WHEREAS, Alloy Digital, LLC, a Delaware limited liability company ("Company") granted to Lender a security interest in the trademarks described on Exhibit A attached hereto (the "Intellectual Property") under an Intellectual Property Security Agreement dated October 30, 2015 ("Security Agreement"), recorded with the US Patent and Trademark Office at Reel/Frame 5658/0385.

WHEREAS, subsequent to the filing and recordal of the Security Agreement, on October 26, 2017, the Company assigned the trademarks listed in Exhibit A-1 attached hereto to Defy Media, LLC, which assignment was recorded with the US Patent and Trademark Office on October 27, 2017 at Reel/Frame 6191/0525, a copy of which is attached as Exhibit B.

WHEREAS, Lender agrees to release its security interest in the Intellectual Property.

NOW THEREFORE, Lender hereby terminates and releases its security interest in the Intellectual Property.

Ally Bank



Name: *FRANK A. CHIOVANI*

Title: *AUTHORIZED SIGNATORY*

Exhibit A

Trademark	Registration No.
BLISSTREE	4486877
CRUSHABLE	4311277
GURL	2655591
GURL	2655592
THEGLOSS	4527646
THEGRINDSTONE	4552163

Exhibit A-1

CLEVVER	4810818
CLEVVER	4153821
CLEVVER MAGAZINE	4810817
CLEVVERTV	4153822

Exhibit B

Assignment

[See attached]

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM448814

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alloy Digital, LLC		10/26/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Defy Media, LLC		
Street Address:	366 5th Avenue, 4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4153821	CLEVVER	
Registration Number:	4810818	CLEVVER	
Registration Number:	4810817	CLEVVER MAGAZINE	
Registration Number:	4153822	CLEVVERTV	
CORRESPONDENCE DATA			
Fax Number:	2028037953		
<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:	2028887786		
Email:	docket@markerylaw.com, staceywatson@markerylaw.com, taraday@markerylaw.com		
Correspondent Name:	Stacey J. Watson		
Address Line 1:	P.O. Box 84150		
Address Line 4:	Gaithersburg, MARYLAND 20883-4150		
NAME OF SUBMITTER:	Stacey J. Watson		
SIGNATURE:	/Stacey J. Watson/		
DATE SIGNED:	10/27/2017		
Total Attachments: 2			
source=Trademark Assignment-CLEVVER Registrations from Alloy Digital to Defy Media-signed#page1.tif			

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ASSIGNMENT

WHEREAS, Alloy Digital, LLC, a limited liability company existing under the laws of Delaware, having a mailing address at 366 5th Avenue, 4th Floor, New York, New York 10001 (hereinafter referred to as "Assignor"), is the owner of the registered marks listed on Schedule A and of the trademarks shown in said registrations, and of the goodwill of the business symbolized by said marks;

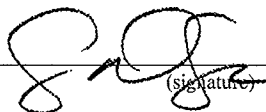
AND WHEREAS, Defy Media, LLC, a limited liability company organized under the laws of Delaware, having a mailing address at 366 5th Avenue, 4th Floor, New York, New York 10001 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to the said United States trademark registrations, and the trademarks shown in said registrations and the goodwill of the business symbolized by said marks;

NOW THEREFORE, for one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto the said Assignee the entire right, title and interest in and to the said United States trademark registrations, and the trademarks shown in the said registrations, together with the goodwill of the business symbolized by said marks, the right to conduct business under said trademarks, and the right to sue for past and future infringements.

Done this 26 day of October, 2017.

Alloy Digital, LLC

By: _____


(signature)

Name: Gina DiGioia

(print)

Title: Secretary

(print)

TRADEMARK

REEL: ~~006582~~ FRAME: 0527

REEL: 006582 FRAME: 0112

SCHEDULE A

U.S. Registration Nos.	Mark
Registration No. 4,153,821	CLEVVER
Registration No. 4,810,818	CLEVVER
Registration No. 4,810,817	CLEVVER MAGAZINE
Registration No. 4,153,822	CLEVVERTV