

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM533794

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BANK OF AMERICA, N.A., AS ADMINISTRATIVE AGENT FOR LEADERS		07/26/2019	National Banking Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	CROSSMARK, INC.		
Street Address:	5100 LEGACY DRIVE		
City:	PLANO		
State/Country:	TEXAS		
Postal Code:	75024		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	4527861	BRANDMASTERS	
Registration Number:	4527867	BRANDMASTERS	
Registration Number:	4488019	OSA NOW	
Registration Number:	4696876	AFINITI	
Registration Number:	4961486	AXIS	
Registration Number:	5191846	THOUGHT TO BOUGHT	
Registration Number:	4876070	SMARTER WAY. FASTER GROWTH.	
Registration Number:	4997029	MYAFINITI	
Registration Number:	5079902	PROGRAMMATIC EXPERIENTIAL	
Registration Number:	5509530	SERVING BRANDS BY ENGAGING SHOPPERS	
Serial Number:	87442516	SERVING BRANDS. ENGAGING SHOPPERS.	
CORRESPONDENCE DATA			
Fax Number:	3125548015		
<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:	312-554-8000		
Email:	kep@pattishall.com		
Correspondent Name:	Bradley L. Cohn		

CH \$290.00 4527861

Address Line 1: 200 South Wacker Drive, Suite 2900
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER: 2772-032

NAME OF SUBMITTER: Bradley L. Cohn

SIGNATURE: /bradleycohn/

DATE SIGNED: 07/26/2019

Total Attachments: 4

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**TERMINATION AND RELEASE OF SECURITY INTEREST
IN TRADEMARKS**

This Termination and Release of Security Interest in Trademarks (this “**Release**”) is granted on this 26th day of July, 2019, by BANK OF AMERICA, N.A. (“**Bank of America**”), as administrative agent for the lenders under the Trademark Security Agreement (as defined below), in favor of CROSSMARK, INC. (the “**Grantor**”).

W I T N E S S E T H :

WHEREAS, on December 21, 2012, Bank of America and Grantor entered into a Trademark Security Agreement, which was recorded with the U.S. Patent and Trademark Office (the “**USPTO**”) on December 26, 2012, at Reel/Frame 4928/0811;

WHEREAS, on December 31, 2018, Bank of America and Grantor entered into an Addendum to such Trademark Security Agreement, which was recorded with the USPTO on January 23, 2019, at Reel/Frame 6533/0310 (the “**Trademark Security Agreement**”);

WHEREAS, pursuant to the Trademark Security Agreement, Bank of America received security interests in all of Grantor’s rights, titles and interests in and to the Additional Trademark Collateral (as defined in the Trademark Security Agreement), including the trademark registrations and applications for trademark registrations set forth on Schedule A hereto (collectively, the “**Trademarks**”); and

WHEREAS, Bank of America desires to release any and all security interests, and any other lien, it has in the Trademarks, and assign all right, title and interest it may have in and to the Trademarks to Grantor.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Bank of America hereby agrees as follows:

1. Bank of America hereby absolutely, unconditionally and irrevocably releases, terminates and forever discharges each security interest in the Trademarks that was granted to Bank of America under the Trademark Security Agreement, and any and all other security interests or liens that Bank of America or its predecessors, successors and assigns may have in or to the Trademarks under the Trademark Security Agreement.
2. Bank of America acknowledges and agrees that the Trademark Security Agreement has been terminated.

3. The parties hereto authorize and request the Director of Patents and Trademarks of the United States of America to record this Release against the Trademarks. Bank of America agrees to perform all further acts and execute and deliver all further documents and/or instruments that may be reasonably necessary to carry out the provisions of this Release.
4. To the extent that any other filings with any other governmental authority have been made with respect to any of the Trademarks, Bank of America will execute and deliver a reasonable release or other instrument that will terminate any such filing and/or release any interests conveyed therein.
5. This Release shall be governed by and construed in accordance with the law of the State of New York.
6. This Release shall be binding upon Bank of America's representatives, successors, assigns and transferees.

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IN WITNESS WHEREOF, the undersigned has caused this Release to be executed by its duly authorized representatives as of the date first above written.

BANK OF AMERICA, N.A.

By, 

Name: Paley Chen



Title: Vice President

[Signature Page to the Trademark Release (Crossmark, Inc., Addendum)]

TRADEMARK

REEL: 006704 FRAME: 0666

SCHEDULE A

Trademark	Application No.	Filing Date	Reg. No.	Reg. Date	Status
AFINITI and Design 	86103930	10/29/13	4696876	3/3/15	Registered
AXIS	86612604	4/28/15	4961486	5/17/16	Registered
BRANDMASTERS	85838969	2/1/13	4527867	5/13/14	Registered
BRANDMASTERS and Design 	85835724	1/29/13	4527861	5/13/14	Registered
MY AFINITI	86814948	11/10/15	4997029	7/12/16	Registered
OSA NOW	86004188	7/8/13	4488019	2/25/14	Registered
PROGRAMMATIC EXPERIENTIAL	86848858	12/14/15	5079902	11/8/16	Registered
SERVING BRANDS BY ENGAGING SHOPPERS	87409133	4/12/17	5509530	7/3/18	Registered
SMARTER WAY. FASTER GROWTH.	86639703	5/22/15	4876070	12/22/15	Registered
THOUGHT TO BOUGHT	86639025	5/22/15	5191846	4/25/17	Registered
SERVING BRANDS. ENGAGING SHOPPERS.	87442516	5/9/17			Pending