

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM538365

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Release of Security Interest in Trademarks		
<b>SEQUENCE:</b>	16		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
TPG Specialty Lending, Inc.		08/23/2019	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Advanced Marketing Concepts, Ltd.		
<b>Street Address:</b>	1515 Wynkoop Street, Suite 250		
<b>City:</b>	Denver		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80202		
<b>Entity Type:</b>	Corporation: WISCONSIN		
<b>Name:</b>	Customer Lobby, LLC		
<b>Street Address:</b>	1515 Wynkoop Street, Suite 250		
<b>City:</b>	Denver		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80202		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>Name:</b>	GuildQuality, Inc.		
<b>Street Address:</b>	1515 Wynkoop Street, Suite 250		
<b>City:</b>	Denver		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80202		
<b>Entity Type:</b>	Corporation: SOUTH CAROLINA		
<b>Name:</b>	Keyword Connects LLC		
<b>Street Address:</b>	1515 Wynkoop Street, Suite 250		
<b>City:</b>	Denver		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80202		
<b>Entity Type:</b>	Limited Liability Company: MASSACHUSETTS		
<b>Name:</b>	Market Hardware, Inc.		
<b>Street Address:</b>	1515 Wynkoop Street, Suite 250		
<b>City:</b>	Denver		

TRADEMARK

<b>State/Country:</b>	COLORADO
<b>Postal Code:</b>	80202
<b>Entity Type:</b>	Corporation: DELAWARE
<b>Name:</b>	Service Nation, Inc.
<b>Street Address:</b>	1515 Wynkoop Street, Suite 250
<b>City:</b>	Denver
<b>State/Country:</b>	COLORADO
<b>Postal Code:</b>	80202
<b>Entity Type:</b>	Corporation: TEXAS
<b>Name:</b>	Technique Fitness, Inc.
<b>Street Address:</b>	1515 Wynkoop Street, Suite 250
<b>City:</b>	Denver
<b>State/Country:</b>	COLORADO
<b>Postal Code:</b>	80202
<b>Entity Type:</b>	Corporation: PENNSYLVANIA

**PROPERTY NUMBERS Total: 12**

Property Type	Number	Word Mark
<b>Registration Number:</b>	5545460	
<b>Registration Number:</b>	5545444	MARKETSHARP
<b>Registration Number:</b>	5554555	CUSTOMER LOBBY
<b>Registration Number:</b>	5631155	Q GUILDMASTER AWARD FOR SERVICE EXCELLEN
<b>Registration Number:</b>	5575091	GUILDMASTER
<b>Registration Number:</b>	5575083	GUILDQUALITY
<b>Registration Number:</b>	5594241	KEYWORD CONNECTS
<b>Registration Number:</b>	5594238	KEYWORD CONNECTS
<b>Registration Number:</b>	5554730	MARKET HARDWARE
<b>Registration Number:</b>	5554024	SERVICE WORLD EXPO
<b>Registration Number:</b>	5505214	SERVICE WORLD EXPO
<b>Registration Number:</b>	5424370	SELL MORE. DO LESS.

**CORRESPONDENCE DATA**

**Fax Number:** 8004947512

*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:** 202-370-4756

**Email:** ipteam@coagencyglobal.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

**TRADEMARK**

**REEL: 006730 FRAME: 0304**

<b>ATTORNEY DOCKET NUMBER:</b>	1122572 TM REL 48
<b>NAME OF SUBMITTER:</b>	Doris Ka
<b>SIGNATURE:</b>	/Doris Ka/
<b>DATE SIGNED:</b>	08/27/2019
<b>Total Attachments: 4</b> source=48. Eclipse - Release of Security Interest in Trademarks (Advanced Marketing Concepts, Ltd.)#page2.tif source=48. Eclipse - Release of Security Interest in Trademarks (Advanced Marketing Concepts, Ltd.)#page3.tif source=48. Eclipse - Release of Security Interest in Trademarks (Advanced Marketing Concepts, Ltd.)#page4.tif source=48. Eclipse - Release of Security Interest in Trademarks (Advanced Marketing Concepts, Ltd.)#page5.tif	

## RELEASE OF SECURITY INTEREST IN TRADEMARKS

This **RELEASE OF SECURITY INTEREST IN TRADEMARKS**, dated as of August 23, 2019 (the "Release"), is made by TPG SPECIALTY LENDING, INC., as the Collateral Agent for itself and certain lenders (in such capacity, together with its successors and assigns, if any, the "Grantee"), in favor of ADVANCED MARKETING CONCEPTS, LTD., a Wisconsin corporation, CUSTOMER LOBBY, LLC, a California limited liability company, GUILDQUALITY INC., a South Carolina corporation, KEYWORD CONNECTS LLC, a Massachusetts limited liability company, MARKET HARDWARE, INC., a Delaware corporation, SERVICE NATION INC., a Texas corporation, TECHNIQUE FITNESS, INC., a Pennsylvania corporation (each a "Grantor", and together, the "Grantors").

### W I T N E S S E T H

WHEREAS, the Grantors and the Grantee entered into that certain Pledge and Security Agreement, dated as of March 7, 2017 (as amended, restated, supplemented, modified or otherwise changed from time to time, the "Security Agreement");

WHEREAS, pursuant to the Security Agreement, the Grantors executed the Grant of A Security Interest --Trademarks, dated as of October 29, 2018 (the "Trademark Security Agreement") and recorded with the U.S. Patent and Trademark Office on October 30, 2018 at Reel/Frame Nos. 6526/0299, 6470/0428, 6470/0398, 6470/0413, 6470/0418, 6470/0457, and 6470/0423, pursuant to which the Grantors granted to the Grantee, and granted to the Grantee for the benefit of the Secured Parties (as such term is defined in the Security Agreement) a continuing security interest in all right, title and interest of the Grantors in, to and under the Collateral (as defined in the Trademark Security Agreement).

WHEREAS, the Grantors have requested that the Grantee release its security interest in all right, title and interest in, to and under the Collateral.

NOW, THEREFORE, in consideration of the foregoing, the Grantee hereby DISCHARGES, TERMINATES and RELEASES, without recourse, representation or warranty, its security interest in all right, title and interest in, to and under the Collateral, including the trademark registrations and trademark applications set forth in Schedule I attached hereto and incorporated herein by reference, and agrees that all the security interest in the Collateral is hereby discharged, terminated and released. The undersigned hereby transfers and assigns to the Grantor, without recourse, representation or warranty, any and all right, title and interest that the Grantee may have obtained in, to and under the Collateral under the Security Agreement and the Trademark Security Agreement.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Grantee has caused this Release to be duly executed and delivered as of the date first written above.

**TPG SPECIALTY LENDING, INC.,**  
as Grantee




By: \_\_\_\_\_  
Name: Robert (Bo) Stanley  
Title: President

[Signature Page to Release of Security Interest in Trademarks (Multiple Grantors)]

SCHEDULE I  
to  
RELEASE OF SECURITY INTEREST IN TRADEMARKS

Trademark Registrations and Applications

1. Recorded with the U.S. Patent and Trademark Office on October 30, 2018 at Reel/Frame Nos. 6526/0299:

Mark	Application No. Filing Date	Registration No. Registration Date	Owner
	87760977 January 18, 2018	5545460 August 21, 2018	Advanced Marketing Concepts, Ltd.
MARKETSHARP	87760824 January 18, 2018	5545444 August 21, 2018	Advanced Marketing Concepts, Ltd.


2. Recorded with the U.S. Patent and Trademark Office on October 30, 2018 at Reel/Frame Nos. 6740/0428:

Mark	Application No. Filing Date	Registration No. Registration Date	Owner
CUSTOMER LOBBY	87765278 January 22, 2018	5554555 September 4, 2018	Customer Lobby, LLC

3. Recorded with the U.S. Patent and Trademark Office on October 30, 2018 at Reel/Frame Nos. 6470/0398:

Mark	Application No. Filing Date	Registration No. Registration Date	Owner
	87805631 February 21, 2018	5631155 December 18, 2018	GuildQuality, Inc.
GUILDMASTER	87805554 February 21, 2018	5575091 October 2, 2018	GuildQuality, Inc.
GUILDQUALITY	87805383 February 21, 2018	5575083 October 2, 2018	GuildQuality, Inc.

4. Recorded with the U.S. Patent and Trademark Office on October 30, 2018 at Reel/Frame Nos. 6470/0413:

Mark	Application No. Filing Date	Registration No. Registration Date	Owner
 <b>Keyword Connects</b>	87768717 January 24, 2018	5594241 October 30, 2018	Keyword Connects LLC

Mark	Application No. Filing Date	Registration No. Registration Date	Owner
KEYWORD CONNECTS	87768554 January 24, 2018	5594238 October 30, 2018	Keyword Connects LLC

5. Recorded with the U.S. Patent and Trademark Office on October 30, 2018 at Reel/Frame Nos. 6470/0418:

Mark	Application No. Filing Date	Registration No. Registration Date	Owner
MARKET HARDWARE	87769141 January 24, 2018	5554730 September 4, 2018	Market Hardware, Inc.

6. Recorded with the U.S. Patent and Trademark Office on October 30, 2018 at Reel/Frame Nos. 6470/0457:

Mark	Application No. Filing Date	Registration No. Registration Date	Owner
 SERVICE WORLD .....EXPO.....	87755474 January 15, 2018	5554024 September 4, 2018	Service Nation, Inc.
SERVICE WORLD EXPO	87755242 January 15, 2018	5505214 June 26, 2018	Service Nation, Inc.

7. Recorded with the U.S. Patent and Trademark Office on October 30, 2018 at Reel/Frame Nos. 6470/0423:

Mark	Application No. Filing Date	Registration No. Registration Date	Owner
SELL MORE. DO LESS.	87217612 October 27, 2016	5424370 March 13, 2018	Technique Fitness, Inc.